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VOL. 3 No. 6

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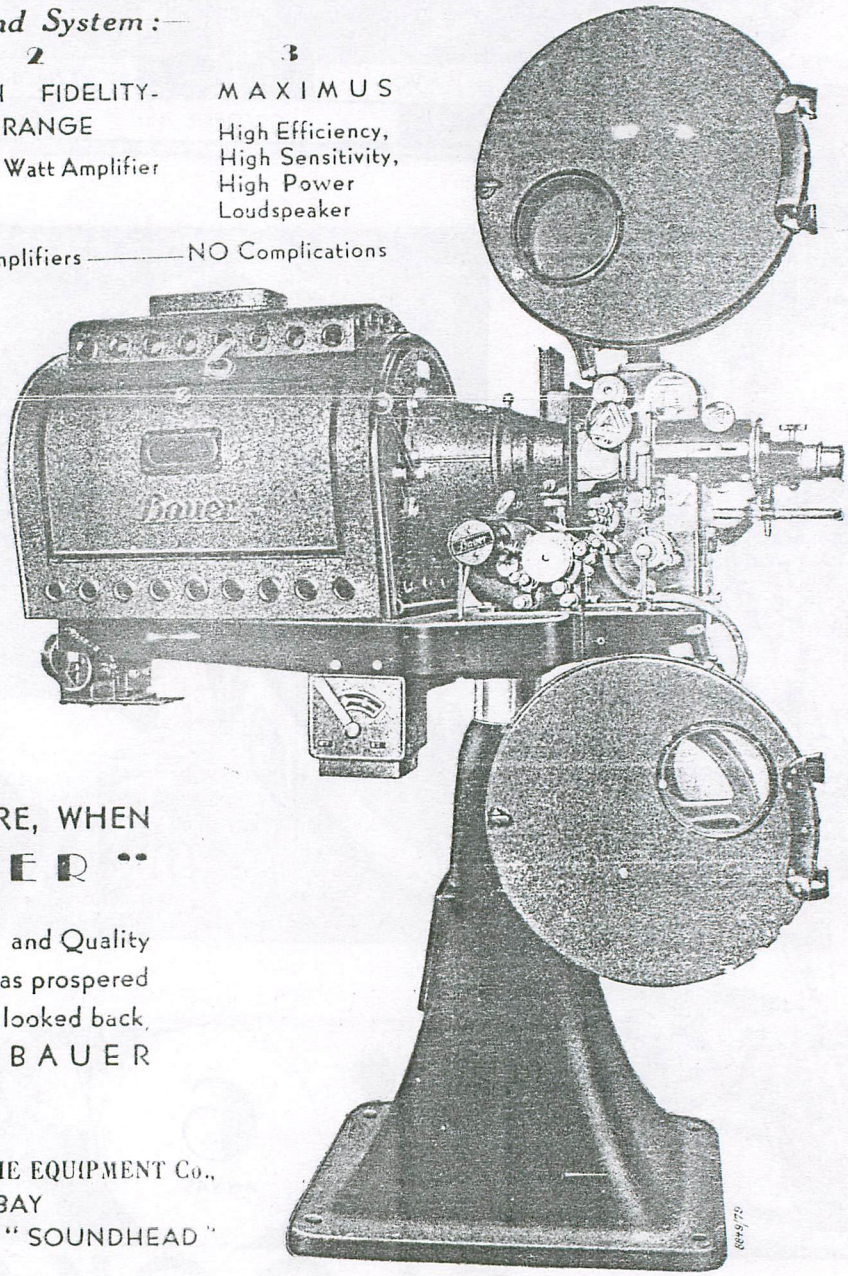

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OCTOBER
1937

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VOL. THREE
NO. 6

MOTION PICTURE MAGAZINE FOR MODERN PEOPLE

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As Others See You

Your Prospects for November

★

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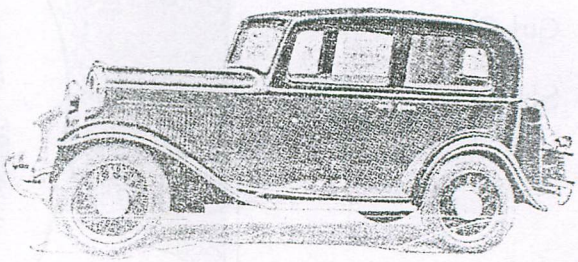

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A BEGINNING OF THE END.

IN spite of the warnings from different papers all over the country and in the face of opposition from several people in the industry, the Indian Motion Picture Producers' Association has taken a fatal decision.

They have cut down the feet with which they were walking, by axing the publicity campaign of every producer who is a member of the Association.

It is a patent fact that during the last 28 years of the existence of the Indian Film Industry, our producers have not been able to reach an international standard of quality, which would enable them to vie with foreign productions.

Barring a few happy exceptions like Prabhat and New Theatres, all our producers have been giving pictures which are divorced from quality and art.

The fact that these producers lived for so many years is entirely due to their publicity campaigns in the past. Time and again these producers, with the help of wide publicity, called on the people to respond so that the Indian Film Industry should live. The people have responded gamely so far, with the result that we have gone successfully through a struggling existence of 28 years.

But just at the time when the dawn of better future is round the corner, the producers have gone out and blasted all their hopes of future success by cutting down the vital force that had contributed to their existence for the last 28 years.

It is admitted by all, that publicity has been the vital element to the Indian producer without which it would not have been possible for our producers to have floated several rotten pictures and attained comparative success.

Everyone of the producers who voted for this resolution at the meeting of the Association realised in the heart of his hearts the folly of this decision. But it is strange that not one of them had enough moral courage to give voice to his opinions and to say what he felt. Evidently the meeting was an assembly of moral weaklings.

Let us now analyse the feelings which ran wild in shaping this resolution. It is clear to those who are not blind that personal jealousies have goaded some people in voting for this fatal resolution.

The Sagar Movietone who, by its wide advertising campaigns, has turned Saturdays and Sundays into gala days for the city of Bombay was proving a menace to the prospects of other producers in the city. The

trouble seems to have begun from this point and the fire spread embracing everyone.

The popularity of Indian Pictures is due to the excellent publicity done by Prabhat Film Co. and Sagar Movietone for their pictures. As a result of this publicity, people who never saw an Indian Picture before have chosen to see them in preference to the foreign cnes. This was definitely a gain to our film industry.

But these producers had not counted on the element of jealousy in their budget of publicity and are now made to pay for this oversight.

How will this resolution react on those producers who have not any star value in their pictures to boast of? We refer to those producers like Wadia Movietone, Paramount Film Co., Vishnu Cinetone and others.

As far as we know these producers have never paid more than Rs. 500 a month to their best artiste in the company. Consequently, they have always relied upon wide publicity for the success of their pictures. If the advertising space of these producers is restricted as in the resolution of the Association, there will be only one result in future, namely, that these producers will gradually and shortly go down and in the long run close their doors.

The Industry would, thereby, be losing several companies which to-day contribute to the quota side of our film business.

On the other hand, big producers like Sagar, Ranjit, Bombay Talkies and Imperial will keep on making comparatively good profits, having stars who are paid as much as Rs. 3000 a month.

Large amounts have been already spent in boosting the stars in the past with the result that these stars already command considerable value in the public. This value will be exploited by these producers for sometime to come without losing much in their profits.

What is therefore, the exact intention of the resolution passed by the Indian Motion Picture Producers' Association? Do they want to kill these small producers and hand over the monopoly of film production to the bigger ones? Or do they want new people to come into the industry and give the industry a better turn for prosperity in future? Someone must answer these questions.

Coming to the actual resolution of the Association, one can immediately realise the personal animosity and vindictiveness betrayed by these people in boycotting several papers merely with the intention of ventilating their personal grievances. The Association had no business at any stage in its life, to differentiate or discriminate between the papers which are exclusively devoted to the Indian Film Industry. In making an approved list of different magazines and papers, the Association has thrown principles to the winds and brought personal bias into play. This shows the temper of the Association as it is at present.

It is obvious that the Association, the way it has begun doing things, does not aim to consolidate the stability of the film industry in general, but it is merely there to vindicate its existence by vomitting its bile against certain individuals which shabby work it can only do by retaliatory action.

Even in retaliation there should be some nobility of purpose. We fail to find this in the discrimination exhibited by the Association in preparing the approved list. If the Association thinks, or rather its members think, that film papers can be cowed down by this retaliation, let us assure them that they are living in a fool's paradise.

It is quite true that advertising revenue is a vital necessity to any film magazine. But to every problem there is another side, namely, that of the readers. A popular film magazine has nothing to worry about the revenue that comes from the Indian producers. It can always hold its own through bad times. But the act of the Association in boycotting some papers will remain as a standing memorial to its eternal shame for a long time to come.

After all film journalists in India have done their bit and a big bit for the film industry by praising, flattering or even by telling sweet lies for pictures which were not even worth their name, and if this is how the Association is going to pay back to these journalists, then it will be better that the Association should not exist. We are, however, always prepared to support the Indian Motion Picture Producers' Association provided its activities are constructive enough to contribute towards the stability of the industry in general.

From the Producers of

ACHHUT KANNYA

Comes yet another screen classic

BOMBAY TALKIES'

JEEVAN PRABHAT

A modern story dealing with life's eternal problems

Starring :—**DEVIKA RANI**

In a role more dramatic than **Achhut Kannya,** as sublime as **Savitri**

with

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BOMBAY CALLING

This section is the monopoly of "JUDAS" and he writes what he likes and about things which he likes. The views expressed here are not necessarily ours, but still they carry weight because they are written by a man who knows his job.

Our Police Boys!

The other day when our Editor burst out into a temper taking sides with the local police, I knew that something had gone wrong. It took all my wits to convince him that there was no malice in what I had written previously about our city police force. I was only aiming at an ideal state of things, but the Editor thinks that our policeman is as much human as any one else, and must have his moments of weakness and his periods of relaxation.

And who said they should not have these privileges?

It is admitted by all that the Bombay City Police Force is almost an ideal institution in comparison with those of the other cities in India. Its traffic Department is definitely the best in India and one of the best in the world.

It is also true that our police boys are rather hard-worked. That is perhaps due to more work and less staff. It is a patent fact that every modern government in the world to-day can ill-afford to maintain efficiency in numbers in any department of the Government. They call this position an "economic problem." In case of the Government of Bombay, this problem is even more acute than with others.

Add to this unfortunate situation the present day aspect of modern life of making fashion out of crime. With the tide of nationalism sweeping the country just at present, a new 'criminal', generally termed as the 'inconvenient patriot' has multiplied the worries of our policeman.

With all these handicaps, our policemen are still facing the music which, let me tell you, is not always sweet. He is no doubt a hard-worked man and in comparison to his labour, his efforts are certainly not well compensated owing to the "economic problem". Such a hard-worked human being must have relaxation. "All work and no play make Jack a dull boy" is an old saying but quite true in case of our police boys.

However, there is only one little rift within the lute. And that is the uniform. The uniform of our policemen represents the dignity of the Crown. It has both prestige and tradition and it should not be made an object of criticism by the general populace.

The man within the uniform has little value, but the uniform as an institution carries with it a sacred trust. That uniform should not be seen knocking about places where it is meant to demand respect. It should be exposed sparingly and used grudgingly, merely because it carries tremendous executive authority behind it. The wearers must first learn to respect their own uniform and realise its national importance and the minute they do so, the people will respond

with a warmth unknown hitherto. Yes, our Policemen must have relaxation to escape from their day's labour. But the said relaxation is a privilege of the man within the uniform and not a right attached to the uniform itself.

When the man wants to exercise this privilege he must safeguard the prestige of the uniform by keeping it at home. That's all I wanted. And I wonder why the Editor should quarrel over it so much.

The Crown of Success.

The month gone by has been momentous in several respects. After a long long time, that is after 28 years of the progress of the Indian Film Industry, the first Indian picture which has been successful in securing the enviable award of the International Exhibition at Venice is "Sant Tukaram".

Prabhat has made history for the first time in the Indian Film industry, and it will perhaps be a long time before the record is broken by anyone else, or even by Prabhat itself. "Sant Tukaram" has been a great picture, looking at it from all view points. Not only has it been considered as one of the three best pictures in the entire world, but it has also been crowned by immense popularity thereby making it easily the greatest box office success of all times.

"Sant Tukaram" has broken every record within the memory of man in our Indian Film Industry. Prabhat Film Co., the people who produced this great picture hardly need any further congratulations as their handiwork has been applauded by the entire universe.

Impressed by the world distinction given to "Sant Tukaram" the Maharajah of Mysore commanded a performance of the picture at his own palace and was pleased to meet Vishnupant Pagnis, the man who 'lived' as Tukaram in the picture.

Director V. Shantaram and Mr. Baburao Pai were received by His Highness at Mysore and were congratulated for the unique success of the picture.

Next month His Excellency the Viceroy will be seeing the picture in company with Her Excellency and "Tukaram" will have one more unique distinction of being the first Indian picture to be seen by the first representative of the Crown in India.

A Glorious Promise.

Bombay Talkies are going to give us this time a really good picture. It is a social story of a Brahmin girl who is secretly loved by one of her playmates, who happens to come from the lower caste. But the girl is soon married to one of her own people and the newly weds love each other. And here the Fates take in hand the affairs and deny the happy pair a child, the natural consummation of marriage. Recourse to the second marriage, at the persuasion of the wife herself, is sought and soon the story speeds up in an atmosphere of suspicions, heart-burnings and sacrifice, woven through numerous interesting situations.

Devika Rani gives a vibrant performance this time, in company with some new faces. From what we saw of the picture, in bits, at a privilege show, we think this picture of Bombay Talkies will, perhaps be, the greatest of all.

At any time, the picture is worth seeing. if only because of Devika Rani, apart from numerous other attractions. It is coming to

the screen next month, and it is worth waiting for.

Bathe Away Your Weight.

There is some splendid news here for our heroines, especially to those whose fat has been eating into their purses.

Anyone who is turning the scales dangerously on the frontiers of fat can now forget the old times and be slim in future, if half of what I saw was not a dream. For the last two months I have been closely watching a very solid and stout proposition in an young girl of 22 weighing nearly 160 pounds. She has been taking some bubble baths at a friend's place and with every bubble she has been dropping a pound since the last two months with the result that to-day she hardly weighs 120 pounds.

And this miracle seems to have been effected by the "Zotofoam" bath, which claims to be "the only way to loveliness in lovely women".

Any way, whether this bath does the trick with our girls or not, it is worth trying and it will pay every one of those solid beauties to get in touch with Messrs. Currimbhoy Lalljee Sajun & Co., 114, Frere Road, Bombay 9, by letter, or phone No. 20711. Mr. Currimbhoy has promised me to keep every enquiry confidential, as he tells me that fat girls do not like to be told what they are.

Kiddies Calling!

Down in the South, not very much down, but at Kolhapur, a new company called Prabha Pictures has started a very interesting experiment by shooting the first picture with several kids under 12 as the artistes.

The man responsible for this pioneering enterprise is already known to the Cineworld as a comedian of repute under the name of Raja Pandit. Mr. Pandit has been on the screen rather long and his frivolous frolics have been known to all for some years. It is quite appropriate that, with his usual humour, Mr. Pandit should find enterprise in a new idea and start training kids for a big show. Personally, I think, that Pandit is doing a wise thing as training adults has been no good and no man's job at that, from what I see of them and their achievements during the last 28 years in our Film Industry.

The first picture of this company will be called "Dhruva" a story from mythology, with a heavy strain of devotion throughout. There is plenty of scope in this picture for trick photography and some marvellous settings. And from what I saw of some of the rushes and the photographs, I think "Dhruva" is going to be an eye-opener to the elders in the industry.

Again Ahead.

In keeping with their traditions the Prabhat people are once again ahead of others in screening their new social picture "The Unexpected" at the Excelsior.

By doing this they are not only stepping south of Dhobi Talao, in a zone of exclusive people but they are straightaway introducing an Indian picture amongst people that have perhaps never before, seen an Indian picture. Incidentally, Prabhat has rendered invaluable services to the industry in general.

In floating any new enterprise, wide publicity is essential for every one, and the Excelsior people have done wisely in boom-

ing the picture on a large scale thereby attracting every one who is any one to come and see "The Unexpected".

"The Unexpected" has certainly given us all several unexpected things to think of.

Minimum Guarantees—A Pernicious Practice.

The exhibition business in India is in a big mess owing to several reasons. Going through the list of theatres recently, I have discovered an alarming state of affairs in the matter of the proprietorships of the different cinemas which keep on changing hands at a speed that does not contribute to the welfare of the industry in general.

One of the reasons for this quick-change ownership is the unfair competition which exists between the cinemas themselves, especially so, when there are more than one cinema at any town.

It is an established fact that Indian Pictures secure better returns than the foreign ones and in view of this, people are falling over one another to open out new cinemas at all sorts of places.

One mistake which they, however, keep on committing with tragic frequency is to build new cinemas in those towns where there are already enough number existing. This procedure shows lack of enterprise on the part of the new investor who, with an idea of minimising his risk goes to a station with a big population, instead of opening a new cinema in a virgin field.

What is the result of such a procedure? The cinemas existing already are alarmed at the intrusion of the new man and very soon all of them rush into a melee of unhealthy competition, thereby providing a chance to the distributor as well as to the producer to demand heavy minimum guarantees, for every picture, whether it is good or rotten.

This is how the great evil has come into our business of exhibition. It has become a fashion for the distributors to secure their own interests by demanding heavy minimum guarantees and incidentally taking a shabby advantage of the competition that exists between the exhibitors themselves.

It is quite true that in case of excellent pictures these minimum guarantees are often recovered by the exhibitor himself. But when he has to pay the same minimum guarantee for a series of rotten pictures, the annual balance-sheet shows a net loss on the working of the theatre, as a result of paying these minimum guarantees.

The reason for this is very simple, namely, that our producers turn out very few excellent pictures, as against a crowd of rotten ones.

It is difficult to nail down the blame of this pernicious system of demanding minimum guarantees to any particular party from amongst the producers, the distributors and the exhibitors.

But the evil can be eradicated in the near future if the exhibitor is firm or if the exhibitors combine in self-protection.

It needs little horse-sense to realise that these foolish exhibitors volunteer minimum guarantees, though from day to day their business is undermined by the sly and sweet talking distributors, who demand heavy minimum guarantees.

The day will not be far off when every exhibitor will have to go under if he keeps on paying these minimum guarantees to the distributors.

It is in the general interest of the industry that the exhibitor who comes in ultimate contact with the public should make money and survive with others.

The exhibitor is the most important contact man between the public and the industry. If the prospects of this man are throttled the interest of the Industry in general will also suffer in comparison.

But somehow, none of our producers or distributors have ever cared to work for the interests of the industry in general. All their efforts have been pointed towards individual gains, goaded by personal ambition. They have lost sight of the general good. They do not care whether the industry lives or not as long as they make enough hay when the sun shines.

This attitude of practically every one concerned in the film industry, is suicidal to the industry in general.

The position is not so easy in case of the exhibitor who has to invest in a theatre which he has to run for sometime to recover his investment, or to maintain his prestige. Driven by the law of supply and demand, the exhibitor falls an easy victim to the evil of minimum guarantees, and there is only one way and that is to unite with the motto to "live and let live".

In this connection, the Prabhat Film Co. has given a splendid lead to all other producers and distributors in India. They have scrapped the item of minimum guarantees from their contracts and are booking their films on an open percentage giving the exhibitor an equal chance with themselves either to make money or to lose it.

This is the best spirit of co-operation which the producer or distributor can extend to the exhibitor. But this is a gentleman's procedure which is too difficult for several to maintain.

I want that our distributors and producers, above all, should behave like gentlemen, if at all they know how the word is defined.

SEPTEMBER BRAIN TWISTER

The Answer.

The hat costs	**$ 4**
The cap costs	**$ 1**

Prize of Rs. 10

is given to

Mr. Rameshwar Nath Saxena
c/o Central Talkies Ltd.,
Cawnpore.

PRIZE OF Rs. 10

To the 1st Correct Solution picked up from our mail.

BRAIN TWISTER OF THE MONTH.

An office manager, who is something of a puzzler, noticed that each of five business girls wore to the office, day by day, in rotation, such dresses as she possessed. No two of them included in their wardrobes the same number of different colours, and none of them possessed as many as a dozen dresses. Making a study of the problem for a month, the office manager collected the following data:

(1) On August 1st, Arlene wore dark grey; Beth and Caroline wore red check; Dorothy wore green; and Elsie wore yellow.

(2) On August 11, two of the girls wore red checked dresses; one wore a striped dress; one wore dark grey; and one white.

(3) On August 19th, Dorothy wore green, Elsie yellow. the other three girls wore red checked dresses.

(4) Dorothy wore yellow on August 22nd, and white on August 23rd.

(5) On the last day of the month, all five girls were dressed exactly as they were on the first.

Now, who wore the striped dress on August 11th? And how?

Only One Prize Will Be Given.
Address Replies to "The Editor", Filmindia.

Shaking the town with laughter

This Mirthquake of Romance

Has carried everything before it and brought out every lovesick soul from the corners to the warfield of love to fight the issue with Winks and Smiles

PREMVEER

The Greatest Rib Tickler of the year

Giving pointers to lovers at all ages and stages

◆ REMEMBER IT'S A HUNS PICTURE

Starring :—VINAYAK & ASHALATA

Running in the 6th Roaring Week

Distributors :
SUPREME FILM DISTRIBUTORS
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AT

MAJESTIC CINEMA

TIME & RATES AS USUAL

Coming Attraction :

JWALA

A CHANDRAMOHAN PICTURE

THE EDITOR'S MAIL

Readers "when you are worried" write to me. I will do my best in serving you. Serious matters will be treated seriously, while flippant letters will receive like replies.—The Editor.

From: K. B. M. (Hyderabad, Sind).

Has Leela Desai left New Theatres?

No, she hasn't. She is still with them and she will be there as long as the going is good.

I wish to have her photograph.

Write to her c|o The New Theatres, Calcutta, but don't fail to couch your request in suitable and affectionate words. Remember, every girl likes flattery.

From: P. V. J. M. (Vizagpatam).

I want to know to what community Shanta Apte and Vasanti belong and their ages? Is Shanta married?

Shanta Apte is a Brahmin girl at sweet seventeen and is still unmarried which is not her fault. Vasanti is a Maratha girl aged twelve.

From: R. T. M. (Hyderabad, Sind).

You have asked me a number of questions and if I were to reply to all of them I may as well have to write the whole history of film making in India. Besides you have betrayed stage fright by not disclosing your name and I don't much care for enquiries from persons who keep their names a secret. So next time you write to me don't forget to give me your full name with the address.

From: N. H. R. (Bangalore).

Who give better photography—Prabhat or New Theatres?

There is little to choose between the two. The first class productions of both the companies always have excellent photography.

Is poet Tagore going to work in Director Shantaram's picture?

No, Tagore has a bigger stage for his activities than a small screen.

From: T. R. L. (Miani, Sargodha).

How is that Saigal, with all his talents for acting and singing gets less salary than Sulochana who knows neither.

I don't see why this problem should surprise you. Don't you realise that Sulochana, is a woman, beautiful at that, while Saigal is merely a man. Don't forget that most of our producers are men and as such chivalrous.

From: B.G.P. (Poona).

I wish to be employed as an actor because I love that life. What could I do to get a job in a good studio?

You are a misguided 'youth'. There is nothing in the life of an actor that can be loved or liked. I should advise you to forget the dream and take up some honest job. Any job in the world is better than that of an actor in an Indian film studio, unless you want to become a tailor's dummy or a giggolo.

From: M.R.P. (Vizagapatam).

Is there a school in Calcutta to teach candidates the technique and art of cinema?

Yes, there is one in Calcutta called the "Acadamy of Acting", but I have lost sight of its address and so have others. But in Bombay there is a very nice Technical School called "The Fazalbhoy Technical Institute" under the management of the St. Xavier's College, Bombay. Mr. A. G. Bhate is the principal to whom you can write for further particulars.

Out of all the actors and actresses in India, who sings well and acts well?

A difficult question, my boy! I think Saigal sings best, but I can't say much about his acting. Acting requires a face. Among the actresses, Ratnaprabha is easily the best, having a divine voice. Mr. Vishnupant Pagnis

who acted "Tukaram" will easily give pointers to a bunch of actors in our film industry, while Gowri who played opposite him can do the same.

From: A. B. P. N. (Komaleeswaranpet, Madras).

Where are the following two pictures released in Bombay? "Shyama" of Onkar Lalit Production and "Storm of Death" of All India Movietone?

No, I have not heard of these pictures beyond reading some of their advertisements. I think we have all been saved. My grateful thanks to the producers.

From: "Flesh Mountain", (Jalna).

Why Miss Shanta Apte, (doubtful whether Miss or Mrs.) has been bestowed with good voice and beauty? Is it because she has saved herself from the passionate atmosphere in our film studios? I am the slave of (not yours) but of Miss Apte.

Yes, you would be a slave. The question is whether pretty Shanta Apte would worry herself about a mountain of flesh. Please entertain no doubts about Shanta Apte as she is still a Miss. Her good voice and beauty are the blessings of her parents, and she has saved herself so far, because there are less passionate men than yourself, in our studios.

From: M. K. H. (Raipur).

Is it true that Ashok Kumar of Bombay Talkies has no courtesy enough to reply to his admirers if there are any?

I can't discuss courtesy, but I know that Ashok Kumar is a shy, modest boy with a retiring disposition that would add to the charms of a young woman. By the way, did you write to him in English?

From: K.V.R.: (Mangalore).

Is Mr. Franz Osten an Indian born baby and what are his qualifications?

No, Mr. Osten is not an Indian Baby, but a German man. He is supposed to be a director of the Bombay Talkies.

(His name is always omitted in every publicity of Bombay Talkies; wonder the reason!)

They probably do not like his name or they are perhaps afraid of the audiences not approving of it. It is a domestic problem. Write to the Bombay Talkies and enquire.

Over 1,35,000 readers is your boast. Why not add seven more to the proud figure? (Of course our family who read your journal).

They are added. Don't you think that the boast is justifiable when in a small place like Mangalore seven people in a single family read "Filmindia". Surely, not my fault.

From: B.R.B. (Bareilly).

In "Zambo," Sarla has acted her role up to the mark. To what nationality does she belong? Is she Married?

I am pleased you like her acting. So did I. She is a Punjabi girl, and as far as I know she is married. Anything more?

From: A. S. (Dindigul).

I think Umashashi is the most popular actress in India. I love her so much. What do you think of her? Does she not attract you in "Anath Ashram"?

Yes, Uma is a popular actress, but I don't approve of your loving her, "so much", because I think a lot of her myself. Well, she did not attract me so much in "Anath Ashram" as she did in "Chandidas" where she looked more of a girl than a woman. Of course, this is my view point.

From: B.C.P. (Madhupur).

A glimpse inside a copy of "Filmindia" shows that you are not favourably disposed towards the Bengali studios and their productions. You tried to sky-rocket Bombay people and looked down upon those in Bengal. You even refuse to recognize the merits of "New Theatres", the producers of "class pictures". The treatment they receive from you is unfair and unjust. Why is this preferential treatment? Is it due to provincial bias?

You have put a grave charge at my door. Barring some excellent pictures produced by New Theatres, can you possibly point out to me the exact contribution of Bengal towards building the film industry in India? Even the success of New Theatres has been so spasmodic that it cannot be conducive to the stability of the industry in general. I admit

that Bombay producers, barring a few exceptions, have not been able to give quality consistantly but still they have given so much of quantity during the last so many years, that their efforts must be congratulated. After all Bombay has been the home of the film industry since the beginning and will probably remain so for a long time to come. There is no preferential treatment or provincial bias in "Filmindia", even though there is not much love lost between myself and some of the Bengalee people I know, which of course, does not mean, that I disapprove of several sweet Bengalee girls, or that I have no friends among the Bengalees. .I do claim some excellent friends coming from your province. By the way let me tell you that your question itself badly smells of provincialism.

From: S.J.P. (Bina).

Can I correspond with Sabita Devi as I am very much fond of her pictures and also like her much. Can I also have a large photo of hers coloured?

Yes, you can do both provided the lady has no objection. You can write to her directly c|o Sagar Movietone, 68 Napean Sea Road, Bombay.

From: A. V. S. (Masulipatam).

Will you please let us know something about Prabhat's new find Shakuntala?

Shakuntala is the daughter of Dr. R. P. Paranjpey. She is a highly educated lady, and has travelled extensively all over. Her debut in films ought to encourage other society girls to join our film industry.

Did you attend any Telugu pictures? If so what picture do you think best?

I am very lucky that way and my stars have protected me from this infliction.

From: L.S. (Agra).

Recently I read somewhere that Zarina Khatoon is 30 years old but I doubt this. She only appears to be 25 years of age. Will you please enquire into this matter and let me know her correct age and also her date of birth?

You are setting me a very risky job. "Never ask a woman her age" is a truism with a lot of practical sense in it. A woman is always as old as she looks and if you think that Zarina Khatoon looks only 15, then there is nothing wrong with the whole problem.

From: B.S. (Pabna).

Ranjit's "Gay Prince" is the most glaring copy in to-to of the celebrated film "The King Steps Out". There is nothing original in this picture. If this kind of imitation goes on and on, should we not give up all hopes about the future of the Indian film industry?

I didn't know that Ranjit's "Gay Prince" had stepped out of that foreign film you mention. Obviously this is what you think. If that is so, then remember that imitation is the best form of flattery. Who told you that people in our industry are worrying about the future, especially so when the present is full of worries?

From: M.P.P. (Jammu).

What thing is responsible for the success of Prabhat's pictures?

Sincerity of purpose.

What are Shanta Apte's views regarding film acting? Why is she called the "it" girl.

I think her views should be very sympathetic, remembering the fat salary she is getting. Every "she" with something which a "he" can't describe is supposed to have that illusive "it".

Are the fans justified in the following remark "The other name for an educated 'prostitute' is the 'film actress'?

They are not only not justified in saying so but they are erring rather sadly. Every film actress is more or less a devotee at the Altar of Art. To call them prostitutes is to invite a question on the sanity of the person who thinks so. I have met the best of them, and I doubt if any of them can merit the low epithet. Someday I shall give you the definition of the word prostitute and tell you what a glorious part a prostitute plays in the life of a nation. She is more an object of pity than of scorn.

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DISTRIBUTORS' CORNER

Under this heading we shall report from month to month the activities of our distributors all over the country. Distributors are advised to keep us informed of their new deals from month to month, so that errors may not creep in.

Calcutta Film Exchange:

"Maulana" Mamooji who had been to Calcutta, probably to have it out with the 'old man' there, seems to have succeeded pretty well as he will be getting an interesting and almost marvellous picture in January, under the very attractive title of "Matru Bhoomi". The "Maulana" seems to have given his producers a bit of his mind as we find a very elaborate statement coming out—an explanation in "Chitra" the monthly voice of the Studio. The statement makes an attempt to explain away the procedure which looked erratic so far, in throwing about the pictures of New Theatres like pearls to several distributors. We hope that, after all this success of New Theatres, these people will now settle down to a fixed policy of giving their pictures only to the Calcutta Film Exchange, who have hitherto given them very excellent business.

During the month this concern released "Sadhwee Mirabai" a Gandharva Ruikar production produced in a stage-style in Marathi. The picture has been well received in the provinces and is likely to return a good 'bit' of money to the distributors. Surbhai Desai, the 'Kazi' of the show can be seen reading "Varieties" and "Chitra" in between the conversation with his friends.

Supreme Film Distributors:

"Governor" Chunibhai Desai is fast becoming a "viceroy". The way he goes about seems to offer a great puzzle to all his competitors. This firm is going to be one of the most influential firms in Bombay in the near future, if it has not already become one.

Last month merely in the city of Bombay he had four pictures running at four different theatres, namely, "Anath Ashram" at the West End, "Capt. Kirtikumar" at the Imperial, "Gangavataran" at Royal Opera House and "Premveer" at the Majestic Cinema. All these releases have done excellent business for Mr. Chunibhai. That reminds us of Chunibhai having secured the exploitation rights of "Premveer" for the whole of India and in addition he has signed the agency for the next four productions of "Huns" pictures, beginning with "Jwala" as the first. As if not satisfied with so big a volume of business he has gone out and signed a contract with General Films Limited, for a number of pictures beginning with "Chandra Rao More" as the first in Marathi.

And as we go to the Press there is still more news coming, to the effect that "Governor" Chunibhai quietly escaped to Poona and signed another contract for four pictures of Nataraj Films, which are being produced by Durgabai Khote Unit.

And now Supreme Film Distributors have the following companies with an excellent programme of releases: 1. Pictures of Sagar Film Company, 2. The colour pictures of Imperial, 3. "Anath Ashram" and "Mukti" of New Theatres, 4. "Gangavataran" of Kolhapur Cinetone, 5. "The Tale of Yesterday" by Saroj Movietone, 6. "Chandra Rao More" by General Films Ltd., 7. "Premveer". and others of Huns Pictures and 8. Pictures produced by Nataraj Films. We wonder whether he will now go out and buy "Kanhopatra" by Shalini Cinetone and "Nand Kumar" by Jaishree Films.

Famous Pictures:

The man who walks in air nowadays is Proprietor Baburao Pai, and no wonder he does so when "Tukaram" has won the most coveted prize of the year at the International Exhibition at Venice. "Tukaram" to-day happens to be one of the three best pictures of the world. By the time this is in print, Director Shantaram's "Duniya-Na-Mane" will give Mr. Baburao Pai another fillip to his new found joy.

Ratnaprabha whose divine voice will once again thrill music lovers in "Jwala" a Huns Picture.

Kapurchand Ltd.:

Their distributing office known as Super Film Distributors shared by the two enterprising brothers Kevalchand and Kapurchand is reported to be doing well with "Savitri" which has been secured by a number of minimum guarantees taken from all over the provinces. The next release through this office will be "Mandir" produced by Ram Kisen Kapoor and the next after that will be "Vidyapati" produced by New Theatres.

Evergreen Pictures:

"Dreamland" produced by Prakash Pictures having run well at the Super Talkies, "Khan Bahadur" is maintaining traditions at the Minerva, with another successful run. Messrs. Netarwalla and Kotwal are now waiting for a "Gentleman Daku" to give them some more money in keeping with the "Gentleman's" promise given before.

Rai Saheb Chandanmull Indrakumar:

Some of the best pictures which have been produced at Calcutta are being booked by the Bombay Office of this firm. Consistent advertising has been able to get them much better business this season and now they will probably be able to reach the top and break their own record in effecting a turnover which has not been thought so far.

Gvalani Bros.:

"Bull Dog" produced by Daryani Productions is running at the Super Talkies in Bombay and the "Bull Dog" is going to provide a big bite at the box offices to all concerned.

DELHI.

Alopi Prasad Gupta:

Lala Alopi is now in Bombay taking up pictures from one and all as they come. This year promises to be a very prosperous one to the old Lala with "Jagirdar" expecting to give a pretty big gold mine to the old campaigner. Some of the pictures which might go to the Lala during the season will either come from Sagar or from the All India Distributors.

Jagat Talkies Distributors:

"Gangavataran" has proved a great success, much better than expected, in the Northern circuit, with the result that this firm has been able to give a booking of over Rs. 30,000 within a period of two months. As Lala Jagat Narain is a partner in this business he also gets a chance to share the spoils from the profits of "Gangavataran".

Mahalakshmi Studios:

This is a new distributing concern. It has secured the distribution rights of "Balayogini" produced by the United Artists Corporation in Telegu.

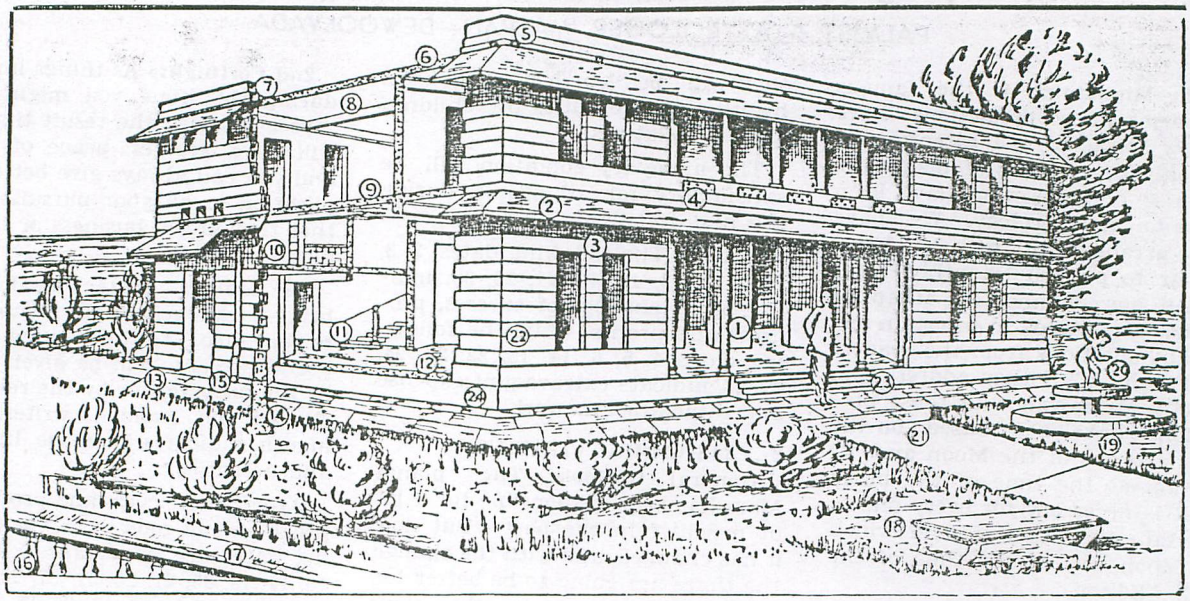
Deccan Film Distributors:

This firm of distributors have taken up the sole rights of "Minnal Kodi" produced by Ramniklal Mohanlal with Rukmani and Srinivas Rao in the lead. The firm intends to take some more pictures in the near future.

Once again together, this great pair, Chandramohan and Ratnaprabha will be soon seen in "Jwala" a Huns Picture.

DO YOU KNOW

WHAT THE NUMBERS IN THE FOLLOWING ILLUSTRATION MEAN?



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13 A General Specification for Portland Cement Concrete
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YOUR PROSPECTS FOR NOVEMBER

(By Vasant Ladoba Mhapankar)

PALMIST & ASTROLOGER, MALVAN—DEWOOLVADA.

(Mr. Mhapankar is the famous astrologer whose predictions have always attracted the attention of not only the readers of magazines but also of those who have been students of astrology. We have made arrangements with Mr. Mhapankar to publish monthly forecasts in our columns. Mr. Mhapankar has also agreed to entertain important questions from the readers of "Filmindia" if they address him directly at Malvan. All these predictions have been based on the constellations of the Moon and its position at the time of the birth. So, it is necessary for every one to ascertain the exact sign in which the Moon was at the time of the birth.—Editor.)

1. MESHA: (ARIES):

General Outlook: The month of November, up to the 16th is good from the viewpoint of health as also it is soothing to the mind. But in the latter half of the month, a little set back to health is indicated with considerable mental depression due to annoying family affairs. On the whole, the month is well balanced with a bit of good in the first fortnight and a bit of bad in the second fortnight.

First Fortnight: This period is good for business, studies, religious pursuits, and all other activities. There is also a chance of a short travel, particularly to some sacred place. Affairs in family, in so far as they relate to wedded life, will be pleasant.

Second Fortnight:—During this period, though no particular loss is indicated yet things would not be turning out quite satisfactorily. Greater care should be taken about court cases and if possible a postponement should be secured during this period.

For Ladies: During the first fortnight, ladies have a chance of getting new clothes and the days will be brighter and more pleasant. But during the latter portion, a clear mental depression will set in and they will be worried about the health and activities of children and the relatives.

The monetary condition will be satisfactory for all people during the first fortnight.

Dates:—The following dates, 2, 3, 7, 8, 12, 13, 18, 19, 21, 29, 30, indicate good chances of success, progress and profits, while the following dates 4, 5, 6, 14, 15, 22, 23, 24, 27, 28, indicate extravagant expense and difficulties in work.

2 .VRISHABHA: (TAURUS):

General Outlook:—The planet Mars has been responsible for a lot of mischief in the past. But now it has changed, and with the change the times are going to be better for all natives born under this sign, especially so as the planet Jupiter is presenting a helpful aspect in conjunction with the other stars. So, you need not worry and go ahead, because everything concerning your health will be quite satisfactory during the month and the mind will entertain thoughts which will not only build castles in the air but also go about putting foundations below them.

All enemies will be gaping and will be helpless to affect your prospects in any way; court cases will go your way, while relatives who have been giving you a cock-eye in the past will come and meet you with a smile. You might go on travel by visiting some sacred places and the journey to such places will be executed without any difficulty. Fame and popularity in an increas ed measure will come your way and if you are a married man your wedded life will be bliss. If you happen to be a bachelor you will get some glad-eyes from the other sex. Even friends, who are as a rule, not reliable in modern life, will do their bit to help you. There are chances of your getting a good job if you have none or a better one if you already have one.

1st fortnight: This period promises to be one of extravagant expense but don't worry because you will not run short of money.

2nd Fortnight: As things improve during this time you might even save a bit with the result that you will have greater peace of mind and you can always give better application to all your pursuits whether they are in business or in studies.

For ladies: Better health will bring back a school girl complexion to your face. To the married ladies, useful presents will be given either by the husbands or by the relatives. To all our women writers this month indicates increase in fame and activities.

Dates: For success and profits and progress, and good news, the following dates are important. 4, 5, 9, 10, 14, 15, 20, 21, 22, 23, 27, 28, while dates 2, 3, 7, 8, 16, 17, 24, 25, 26, indicate little worry and a bit more of expense.

3. MITHUN (GEMINI):

General Outlook: There is some bad news during this month for you. Mars and Jupiter are both shadowing rather badly the natives born under this sign. 'Greater care' and 'open eyes' should be the watch words during this month. Anticipations may go wrong in a minute during this month and all intentions may go a begging without a warning. So be on the look out. The month is rather bad for the health while financial embarrassment will be the order of the day throughout.

If some one owes you money don't expect it back during this month. Those who are serving will be in still a worse plight in as much as they will not only go through financial stringency, but they will also incur the displeasure of their superiors. To those who are in business their subordinates will manage to rub the fur the wrong way. The month shows anxiety in the home, in business, and practically in all undertakings.

Particularly in all court affairs this month is very very bad and if things could be put off they should be. Enemies will swiftly multiply while difficulties will fall over one

another claiming precedence. It will be foolish for natives to anticipate better times by rushing into speculation or by buying lottery tickets. There is absolutely no chance of any accidental gain.

For Ladies: Physical disorders due to heat, indigestion, dyspepsia are indicated during the month. Pregnant ladies should take care of themselves at this time.

Dates: Though the whole month is bad enough still the following dates afford comparative relief. 7, 8, 12, 16, 17, 22, 23, 24, 25.

4. KARKA (CANCER):

General Outlook: Don't be fool hardy; if you understand what that means, because the winds are not in your favour this month. Of course, your health might remain all right but what about your mind? The thoughts in your brain will rush at a speed that will rob you of all your peace of mind. You might even get periods of absent-mindedness. You would not much care for your meals as there will be a bad taste in the mouth and there are going to be numerous mistakes at your hands and it would not rest with that as for every mistake you will have to pay double. Then there is a chance of your spending more than your earnings. In fact, things will not be quite pleasant for you during the month.

You might quarrel with your wife or if you have not one, with your sweet-heart and if you have not that also you might go out and quarrel with your neighbours. If you are in business your partner will rob you. In short, the month denotes a clash of so many contradicting items that there is no necessity to distinguish between the two fortnights.

For Ladies: If you don't keep your mouths closed you will soon be called a quarrelling hussy by the neighbours. To while away your time, the better thing you can do is to look after your husband's health which will need watching.

Dates: The month is troublesome, nevertheless there is a slight silver lining to all the black clouds and the following dates are not so bad: 9, 10, 14, 15, 18, 19, 25, 27, 28.

5. SINHA (LEO):

General Outlook: "A starving stomach sleeps better". Can you remember that, if you do this, you will avoid a lot of worry during this month. You must be very careful of eating rich things during this period as some trouble with your stomach is indicated if you give your palate unrestricted scope.

With the Divali coming, this will require plenty of mental control. From the financial point of view, the accounts are somehow balanced during the month, and due to this close shave a slight misunderstanding is likely to occur in the household. Don't worry, for whatever money you find this month it would not be there for you to count for long.

For students of both sexes this month demands greater application. For serving people there is worry written throughout.

For Ladies: Look after your health very carefully during this month. You might have better time in the first fortnight, but your mind will be definitely disturbed during the second one. Look out for the kids, otherwise, they may get fevers and other ailments.

Dates: There are some good dates which provide partial relief and those are, 7, 8, 12, 17, 20, 21, 27, 28 and 30.

6 .KANYA (VIRGO):

General Outlook: Now is your breathing time, if you have gone through hell in the past, you are on the first steps of Heaven now. The Planet Mars, who was worrying you so far is now looking on kindly at you. Jupiter is winking with a smile. It is quite true that Saturn is still playing his part, but that need not worry you.

This month shows a definite improvement in your health and in your mind. From the 6th of November Venus is going to tone up your purse while from the 16th the Sun will definitely give you a lift up by giving you a little money. If by chance you are unemployed, about this time you will get a job.

Things which had gone wrong in the past will automatically be set right and there will be some pep added to your life in the happy company of the opposite sex. For students the month is definitely good.

For ladies: "A good mind in a good body" will be your lot during this month. Your husband will give you more smiles than before and might even go better by giving you a few presents, of course unexpected, and if you happen to be a writer, remember people will read what you write this month.

Dates: 2, 3, 10, 14, 15, 18, 19, 22, 23, 29 and 30 are good days indicating success, fortune, fame, profits and progress, while dates 7, 8, 12, 13, 16, 17, 24, 25 and 26 will prove slightly expensive and troublesome.

7. TULA (LIBRA):

General Outlook: "But why?" This question will occur a hundred times during the whole of this month. The reason is not far to seek. Jupiter and Mars, two important planets in the human plan are, unfortunately contradicting your prospects during this month. This month will, therefore, be troublesome. You will complain of numerous physical ills such as indigestion, palpitation, insomnia and other annoying ills, which occur in every day life. The mind will keep pace with the body.

Several accidental causes will disturb your mental balance and you will be particularly worried about your family happiness. There is also a risk of injury through some big animals if you are in the village or through motor cars and other conveyances if you are in a city.

There will be quarrels with friends and your wife or with the family, with the neighbours and with every one you come across and in addition you will have to foot the bills more heavily this month. There will be occasions when you will have to give tongue to your thoughts in the presence of rotten and useless people and there is likely to be sharp differences of opinion between yourself and your superiors or between yourself and your subordinates. In short, this is rather an annoying month.

For Ladies: You will be worried my dear, all the month and you will feel that life is one burden which had better be unloaded. I have to warn you to take greater care of your health in case you are in a delicate condition.

Dates: There are very few good days, but still the following dates are not bad: 5, 7, 8, 12, 17, 21, 25, 26.

8 .VRISCHIKA (SCORPIO):

General Outlook: Go ahead, sunny, and don't look back. If this can drive you ahead, by all means do go ahead. Almost all the planets are favourable to natives born under this sign and especially so Jupiter. Whatever you want to do this month don't wait and think. Just go ahead. There should be no mental reservation or doubts entertained. Put your hand to your intentions and step forth. Quite true that you will have to spend some more money than usual, but still the budget will be well balanced and there will be more money coming in. The first fortnight, you may even have to travel, then take a ticket and get out because if your future progress improves by a little travelling don't stop that progress by remaining at home. Enemies you will have in plenty, but during this month they might revise their opinions about you and even look kindly at you. If you have got court affairs, there are good chances of success. But you should be a little careful about your health, especially so about your drinks. If you regulate your liquids and solids, which you consume during the day you will not only avoid bad headaches, but you will also avoid a bad stomach ache with the result that your temperament will be more human.

For Ladies: It is quite possible that during the first fortnight you might be a little troubled, but the good news that are coming your way during the second one will amply compensate for the annoyances of the first one. Things are going to happen to you, my dear, just wait and see.

Dates: The following dates are very good in all respects: 1, 7, 8, 10, 14, 15, 18, 19, 22, 23, 27, 28, while small difficulties and paltry annoyances are indicated on the following dates: 2, 3, 11, 12, 13, 20, 21, 29, and 30.

9. DHANU (SAGITTARIUS):

General Outlook: Don't worry, this is a good month. If your enemies are thinking of playing you shabby let them go to hell. You go your own way. And your way this month is marked with progress, satisfaction and plenty of pleasantness.

Your health will improve and so don't mind. You are going to be a bold man, much bolder than before and your mind will entertain better thoughts than ever before. All this mental peace will be reflected on your face with the result that you will wear a smile that will disarm people. There is a chance for you to travel a bit to some religious place and things will, in general, improve with you.

If you happen to be unemployed, remember there is a job waiting for you round the corner while if you have already got some anchorage, you will be better there than before. If you are a student you might pass out this month while if you are a writer or a novelist, there is fame waiting for you at the end of the job.

(Con. on page 50)

AN OLD FAVOURITE

LEELA

After a long time we meet Leela and she looks all the more sweet. Her stellar role in "Kanhopatra" will be a pleasant sensation of the season. The picture is produced by "Shalini Cinetone."

ANOTHER TRIUMPHANT YEAR FOR

Thanks to Exhibitors —Remember that

1	Kunhappu Cinema, Trichur (H.O.)	1	Standard	5
2	Majestic Cinema, Trichur (H.O.)	1	„	5
3	City Touring Talkies, Trichur (H.O.)	1	„	7
4	Sharda Cinema, Trichur (H.O.)	1	„	5
5	Varthen Talkies, Trichur (H.O.)	1	„	5
6	Giri Ram Talkies, Erode (H.O.)	1	„	5
7	Angel Films, Ltd., Salem	2	„	5
8	Cinema Popular, Madura	1	„	5
9	Lakshmi Talkies, Bangalore	2	„	7
10	Lakshmi Talkies, Tinnevelly	1	„	7
11	Variety Hall Talkies, Coimbatore	4	„	5
12	New Imperial Talkies, Oorgaum	1	„	7
13	Shree Gajannan Talkies, Amalner	1	„	7
14	Royal Talkies, Junagadh	2	„	5
15	Bajarang Talkies, Belapur	1	„	5
16	Coronation Talkies, Rampur	1	„	5
17	Dewas Senior, Dewas	1	„	7
18	Mooken Talkies, Trichur (H.O.)	1	„	5
19	Plaza Talkies, Colombo	1	„	7
20	N. V. G. Balsamy, Dindigul	2	„	5
21	Opera Talkies, Vellore	1	Super	7
22	Rajaram Talkies, Tanjore	1	Standard	5
23	Gowder Picture Palace, Palghat (H.O.)	4	„	5
24	Shri Lakshmi Talkies, Karanja	1	„	5
25	Imperial Cinema, Trichur (H.O.)	1	„	5
26	Murugananda Talkies, Tiruvadi	1	„	5
27	Shri Nataraja Talkies, Lalgudi	1	Super	7
28	Mahabir Talkies, Akola	1	Standard	5
29	Shri Lakshmi Talkies, Ellichpur City	1	„	5
30	Azeem Talkies, Nanded	1	„	5
31	Vest Talkies, Pudukkotah	1	„	5
32	Chand Talkies, Kotah	1	„	5
33	Prakash Talkies, Ahmedabad	2	„	5
34	Lalita Talkies, Mayavaram	1	„	5
35	Jayaram Talkies, Cannanore	1	„	5
36	Kohinoor Talkies, Paramakkudi	1	„	5
37	Shree Chitra Talkies, Mangalore	1	„	7
38	Krishna Talkies, Akola	1	„	5
39	Paramount Talkies, Ujjain	1	„	7
40	Narsing Talkies, Gondia	1	„	5
41	Sri Narayan Talkies, Inchalkaranji	1	„	5
42	Sri Meenakshi Talkies, Virudhunagar	1	„	5
43	Krishna Talkies, Sunam	1	„	7
44	Shree Mahavir Talkies, Seoni	1	„	5
45	Dhruva Talkies, Pachora	1	Sonolux	B
46	New Gloria Talkies, Shahada	1	Standard	7
47	Sri Bharati Cinetone, Villupuram	1	„	5
48	Venus Cinema, Saharanpur	1	Standard	5
49	Shalini Cinetone, Kolhapur	1	„	5
50	Imperial Talkies, Gojra	1	Aero	7
51	Alfred Talkies, Bombay	2	Standard	5
52	Sagar Cinetone Co., Bombay	1	„	5
53	Gaiety Cinema, Trichur (H.O.)	1	„	5
54	Shri Maharajkumar Sahib Bahadur, Kotah	1	Aero	7
55	Silver Talkies, Bhavnagar	2	Standard	5
56	Royal Talkies, Malegaon	1	„	5
57	Jos Theatre, Trichur	1	Standard	5
58	Oriental Talkies, Madras	1	Standard	5
59	Shree Venkateswara Cinema, Ramachandrapuram	1	Aero	7
60	Shree Krishna Talkies, Poona	2	Standard	5
61	Patni Picture House, Chhindwara	1	Aero	7
62	Central Talkies, Gwalior	2	Standard	5
63	Moti Talkies, Nandurbar	1	Aero	7
64	Universal Touring Talkies, Sangrur	1	Standard	5
65	Shree Krishna Talkies, Hissar	1	„	5
66	Shree Sharda Cinema Company, Ratlam	1	„	5
67	Nand Kumar Touring Talkies, Rewari	1	„	5
68	Prem Talkies, Barnala	1	„	5
69	Udaya Talkies, Palghar	1	Standard	5
70	Deccan Talkies, Poona	2	„	5
71	Ernemann Touring Talkies, Jaggayyapet	1	„	5
72	York Talkies, Ahmednagar	1	„	5
73	Royal Talkie Distributors, Madura	1	„	5
74	Gulshan Talkies, Veraval	1	Aero	7
75	Raja Talkies, Rajapalayam	1	Standard	5
76	Hind Mata Talkies, Yeola	1	Aero Super	7
77	Golden Touring Talkies, N. Parur	1	Standard	5
78	Huns Talkies, Belgaum	1	„	5
79	Empire Talkies, Rander	1	„	5
80	Regal Talkies, Vaniyambadi	1	„	5
81	Arun Talkies, c/o Leela Touring Talkies, Kurnool	1	„	5
82	Shree Krishna Talkies, Cocanada	1	„	5
83	Bombay Touring Talkies, Tasgaon	1	„	5
84	Srinivas Cinema, Gudivada	1	„	5
85	Rainbow Talkies, Poona	1	Aero	7
86	Saraswathi Touring Talkies, Challapalli	1	Standard	5
87	Palace Talkies, Bangalore	2	„	5
88	Paramount Talkies, Ahmedabad	2	Aero	7
89	Prabhat Talkies, Nipani	1	Standard	5

Sole Agents:—**INTERNATIONAL TALI**

187, Hornby Road, BOMBAY. - - *Sub Agents:*—Saraswathi Stores, MADRAS.

)R 'BAUER' SHOWMANSHIP

that Wise Showmen Always Buy 'BAUER'

90	Bassein Talkies, Bassein	1	Standard 5
91	Kapurchand Touring Talkies, Tiruvottiyur	1	„ 5
92	Saravana Talkies, Ambur	1	„ 5
93	Meenakshi Touring Talkies, Ponnadam	1	„ 5
94	Holywood Talkies, Tenkashi	1	„ 5
95	Elizabeth Touring Talkies, Kottur	1	„ 5
96	Raja Touring Talkies, Kumbum	1	„ 5
97	Shri Lalitha Talkies, Bapatla	1	Aero 7
98	Kamakshi Talkies, Vridhachalam	1	Standard 5
99	Kannan Talkies, Arantanji	1	„ 5
100	Lakshmi Picture Palace, Devakotah	1	„ 5
101	Pearl Theatre, Ayyampally	1	„ 5
102	Royal Touring Talkies, Tinnevelly	1	„ 5
103	Kumaran Talkies, Alandur	1	„ 5
104	Sridharan Talkies, Kallakurchi	1	„ 5
105	Saraswati Cinetone, Poona	1	„ 5
106	New Shivaji Talkies, Haregaon	1	„ 5
107	New Globe Talkies, Anjangaon	1	„ 5
108	Dig Vijaya Talkies, Jamnagar	1	„ 5
109	Arun Talkies, Gadag	1	„ 5
110	Gulshan Talkies, Veraval	2	„ 5
111	Kohinoor Talkies, Nandurbar	1	Aero 7
112	Balbir Talkies, Balaghat	1	Standard 5
113	Sundaram Talkies, Shiyali	1	„ 5
114	Lakshmi Talkies, Arni	1	„ 5
115	Radhakrishna Talkies, Pallavaram	1	„ 5
116	Karunambika Talkies, Avanshi	1	„ 5
117	Ramalingam Talkies, Arcot	1	„ 5
118	Meenakshi Talkies, Tiruppattur	1	„ 5
119	Popular Talkies, Tiruchendur	1	„ 5
120	New Mangarol Talkies, Mangarol	1	„ 5
121	Prabhat Talkies, Sholapur	2	„ 5
122	Royal Talkies, Manmad	1	„ 5
123	Central Talkies, Jeipur	1	„ 5
124	Regal Talkies, Dharwar	1	Aero 7
125	Sardar Talkies, Malegaon	1	„ 7
126	Peace Cinema, Dindigul	1	Standard 5
127	Muthukumar Talkies, Ponnadam	1	„ 5
128	Coronation Theatre, Utharamelur	1	„ 5
129	Westend Talkies, Salem	1	„ 5
130	Gopalkrishna Talkies, Rasipuram	1	„ 5
131	Sri Nambu Talkies, Rameswaram	1	„ 5
132	Purna Talkies, Madurantakam	1	„ 5
133	Rahmania Talkies, Mysore	1	„ 5
134	Jaya Touring Talkies, Arcot	1	„ 5
135	Ranga Vilas Theatre, Trichinopoly	1	„ 5
136	Paradise Touring Talkies, Bassi Pathanan	1	Standard 5
137	Desai & Co., Lahore	1	„ 5
138	Majestic Talkies, Viramgam	1	„ 5
139	Bharat Touring Talkies, Pandharpur	1	„ 5
140	Shri Lakshmi Talkies, Mehsana	1	„ 5
141	Velavar Touring Talkies, Jayankodancholapuram	1	„ 5
142	Muthu Talkies, Aruppukotah	1	„ 5
143	Murugar Talkies, Hospet	1	„ 5
144	Balkrishna Touring Talkies, Tiruvottiyur	1	„ 5
145	Annamaliayar Talkies, Kottaiyur	1	„ 5
146	Kannan Talkies, Ranipet	1	„ 5
147	Kannan Talkies, Conjeevaram	1	„ 5
148	Radhakrishna Touring Talkies, Mannachanallur	1	„ 5
149	Lalitha Touring Talkies, Atur	1	„ 5
150	Saraswathi Stores, Madras	1	„ 5
151	Cine-Ideal, Cuncolim (Salcete-Goa)	1	„ 5
152	Anand Touring Talkies, Karjat	1	„ 5
153	Kishore Talkies, Alwar (State)	2	„ 5
154	Phoenix Talkies, Meerut		2M7
155	Palladium Cinema, Mussorie	2	Standard 7
156	Laxmi Talkies, Montgomery	1	„ 5
157	Vijayanand Talkies, Nasik City	1	„ 5
158	Laxmi Talkies, Igatpuri	1	„ 5
159	N. G. Worde, Dhanu Road	1	„ 5
160	Huns Pictures, Kolhapur	1	„ 5
161	Saraswati Talkies, Ellichpur	1	Aero 7
162	Erskine Cinema, Arupokotah	1	Standard 5
163	Paramount Talkies, Trichinopoly	1	„ 5
164	Tuticorin Cinema Co. Ltd., Tuticorin	1	„ 5
165	Phoenix Talkies, Pondicherry	1	„ 5
166	Central Talkies, Nellikuppam	1	„ 5
167	Sri Karunanithi Talkies, Tiruvarur	1	„ 5
168	Ram Krishna Touring Talkies, Tirukoilur	1	„ 5
169	Chellam Touring Talkies, Anthiyur	1	„ 5
170	R. Murugesa Mudaliar, Chetpet	1	„ 5
171	M. D. Joseph, Trichur	1	„ 5
172	Ganesh Touring Talkies, Sholingur	1	„ 5
173	Rajlaxmi Talkies, Wandiwash	1	„ 5
174	New Regal Talkies, Coonoor	1	„ 5
175	Paramanant Perfect Touring Talkie House, Champion Reefs (K.G.F.)	1	„ 5

ALKIE EQUIPMENT COMPANY

AS. Famous Pictures, NAGPUR. - - - Desai & Co., Lahore & Delhi.

A SOCIETY SENSATION

PRABHA

Prabha, this excellent star after giving a great performance in "Path of Glory" will now be seen in a new Sagar picture the story of which is specially written for her.

City Theatre in District Town!

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R. C. A.

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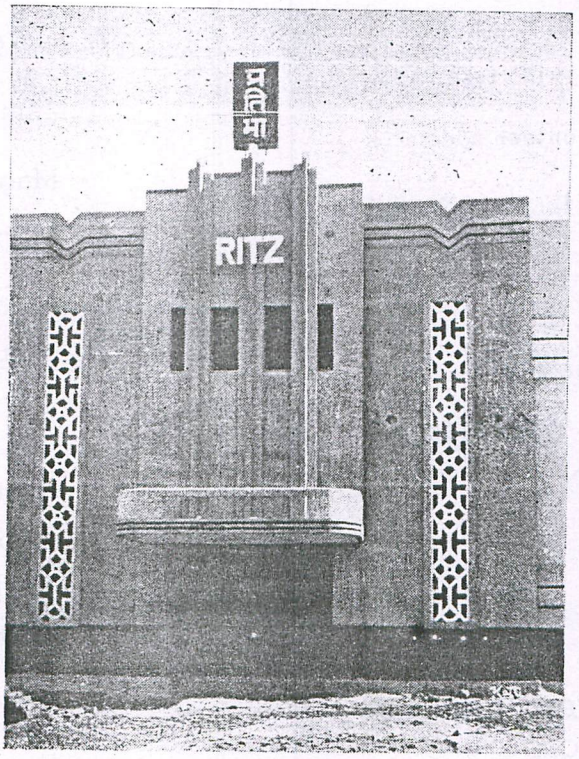

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T. P. RAJALAXMI

Will Thrill A Million Hearts

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TAMIL

★

The picture which will take your breath away with its unseen spectacle and undreamt of grandeur

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★

By :

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ALIAS

FAKH-RE-ISLAM

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Mammoth Production

Magnificent Cast !

Marvellous Scenes !

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As you never had before.

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STUDIO CLOSE-UPS

The notes given under this section are not necessarily our views though the language is ours. Studio close-ups are prepared from the reports received from the Studios to which are added the whisperings in the studio corners. These reports, are therefore, expectations entertained by the producers and the people working in the Studios, and need not be the source of guidance for bookings.

BOMBAY.

Imperial Film Co:

For the first time during several years I have found the old Khan Bahadur very busy running about with his Manager, R. C. N. Bharucha, organising the new Producers' Association which was recently formed. It was a splendid sight to see this old pioneer taking new interest in the affairs of our film industry. At the studios, "Kisan Kanya", the first colour talkie is ready completed and by the time this is in print it will have passed the Censors. The picture which stars Padmadevi and ably supported by Gulam Mohamad and Zilloo is likely to prove one of the greatest successes of the season. The Ratan Bai Unit has also been very busy and Director Hafisji has just got his new picture censored after giving it the new name of "The Prisoner's Wife". Director Atorthy is fast nearing the end of his social story called "Dulhan". Both these pictures star the popular artiste Ratan Bai, who is reported to have given marvellous performance, which will be long remembered. An ambitious programme for the future is being discussed at the Studios and very soon Director Gidwani will start his second colour talkie with a cast which is going to provide a surprise to many.

Sagar Movietone:

"Capt. Kirtikumar", directed by Mr. C. M. Luhar, ran well at the Imperial Cinema in Bombay, where, during the first week, the picture broke a record in box office collections.

Director Badami's "Kokila", starring Sabitadevi and Motilal will be released at the Roxy Talkies on the 21st October and is expected to prove a great success. The story is written by the famous novelist Mr. Ramanlal Vasantlal Desai, and the picture will be heavily patronised by the Gujrathi population of Bombay. At the studios, they have two pictures lying ready in "Eternal Music", directed by Hiren Bose and "Dynamite" directed by Luhar.

Director A. R. KARDAR

He has now come to Bombay to join the General Films Ltd. and to direct some big subjects for his new employers. But in welcoming an old friend, we have to remind him of the blazing trail of successes left behind by him which should prove of guidance to him for the future. Let him give us pictures better than "Chandragupta", "Baghi Sipahi" and "Sultana"

Director Mehboob who is today known for his unique success in "Jagirdar" has nearly completed his new picture called "Vatan" featuring Kumar and Bibbo, while Director Badami is concentrating all his attention on an excellent subject called "Three Hundred Days And After", with Sabitadevi in the stellar role.

The studio is busy with numerous activities, prominent among them being the two Tamil pictures produced in association with Mr. Seshgiri. One of the pictures is called "Jalaja" while the other is named "Madhvi". The first one is directed by Mr. Goutam while the second one is being directed by Mr. Mahendra. Both these pictures are ably supervised by Mr. Nanubhai R. Desai, B.A. Proprietor Chimanlal Desai, encouraged by his extraordinary success seems to be

out to conquer new fields and we hear that he has recently concluded an arrangement with Harindranath Chattopadhaya to produce an international picture in English. We congratulate Mr. Desai on his enterprise and particularly for his selection of probably the best qualified person in Mr. Harindranath Chattopadyaya, for doing this job. The story of this great picture is reported to be built on the life of the peasant in India.

Ranjit Movietone:

By the time this is in print, Director Madhok's "Flame of Love", will be censored and will see the screen sometime during the month of October. While Jayant Desai is putting in fast progress with his new gangster picture starring Madhuri and E. Billimoria and there is that wonder dog LIMO also doing his bit for the picture. Plans for the future are altogether ambitious. Mr. Chandulal Shah who has been very active during the last four months has managed to secure the services of several artistes from Bengal, both for the Acting Department as well as for the Music Department. As if to keep pace with the introduction of new talent he has gone out and purchased a big plot of land behind his present studio where he intends to erect a new studio with all modern equipment.

Reviewing his other activities we find Mr. Shah very busy sponsoring the recently formed Producers' Association and we believe that the keen interest shown by Mr. Shah is likely to establish this institution on a sound basis in the future.

Bombay Talkies:

"Savitri" which has been running in Bombay for sometime is, according to the reports appearing in different papers, proving a success. At the studio the next picture "Jiwan Prabhat" is almost completed with Devika Rani in the stellar role. It will be released in Bombay sometime in the month of November.

Wadia Movietone:

"Toofani Tarzan" a stunt picture featuring John Cavas will be soon coming to the screen at the Lamington Talkies. At the studios, they have another one called "Lutaru Lalna" featuring Nadia, while two more pictures under production are called "Rangila Mazdoor" and "Punjab Mail".

Bhavnani Productions:

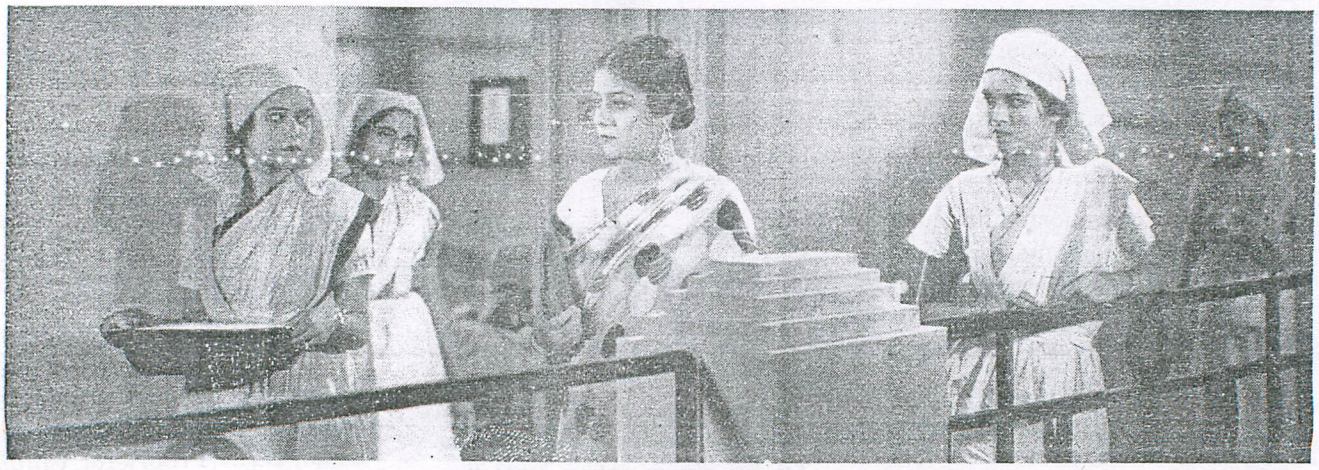
Mr. Bhavnani has returned from his Kashmir trip after completing the out-doors of his new social picture which will be released in Bombay sometime in the month of December. The reports we receive point out to the excellent quality of this picture which will also present a novelty hitherto unseen in Indian pictures.

Minerva Movietone:

"Khan Bahadur", the first Mohamaden story drew good houses at the Minerva Talkies. Director Sorab Modi is busy concentrating all his attention on a new social picture in Hindi.

Prakash Pictures:

"Dreamland" ran for pretty long at the Super Talkies, proving once again the fact that these



Would you like to go to this hospital? Ofcourse, you would with such attractive material to tend to your needs. Well, see them in "Mukti", a New Theatre release.

producers are going through better times just at present. "His Highness", another picture which can easily be called a comedy is also ready at the studios and will be soon shown on the screen in the month of November, while "Poornima", a social story by a well-known Gujrathi writer is getting finishing touches at the studio.

Saroj Movietone:

"The Tale of Yesterday" directed by Chowdhary was released at the West End Talkies on the 9th October. At the studios, Director Zia and Director Mehta are both busy with their respective pictures and immediately the same are completed we shall, of course, know about it. But since they have been at it for long, it will be risky to guess when they will do so.

Baburao Painter, the famous artist from Kolhapur is also negotiating a picture to be produced in association with Saroj and we hope that these negotiations are concluded successfully.

Anand Pictures:

"Pingala" which was released at the Krishna Cinema in Bombay, will now go to the provinces. Proprietor Gadre is seen rushing about with a new subject which will go into production sometime early next month.

Daryani Productions:

"Bull Dog", the 'quickie' produced by these people has been released at the Super Talkies in Bombay. "Gentleman Daku", a social picture, is also ready and will be shown sometime in the month of November. While Ram Daryani's "Sacrifice" is being shot in the in-doors at present. They are starting another one in association with Mr. Hari Shivdasani.

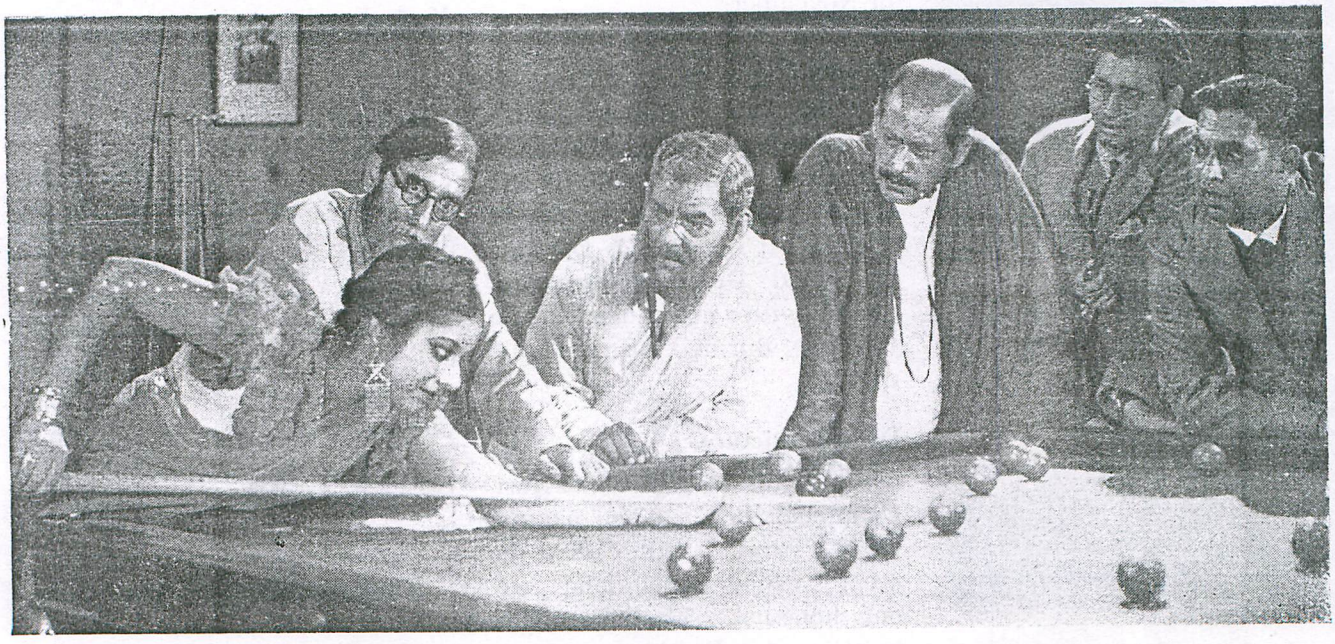
Nataraj Films:

This Unit which is composed of an illustrious staff led by Durgabai Khote, and including Altekar, Nayampalli, Mubarak and others has already finished half the picture which is not yet finally christened.

Reports which we have received so far indicate a great success for the maiden production of this company. It ought to be a big success as the people who are employed in producing this picture have had enough experience of the film industry and they know what they are doing. Besides, their distribution is given to the right people in giving it to "Supreme Film Distributors".

Aryan Pictures:

"Path of Glory" their first picture has been very much liked by the critics when they were shown the same at a private trial. Raja Bahadur Mukundlal



Look, what those men about are watching? You will do the same in "Mukti" a social picture.

Bansilal who will be exploiting the picture from Bombay is also thinking of future productions on a much bigger scale than in the past. "Path of Glory" is a unique picture in as much as the subject of the story departs from the usual stuff that is given by other producers.

Gandharva Ruikar Productions:

"Sadhwee Mirabai" the maiden picture of this company was recently released at the Krishna Cinema providing a musical feast to the audiences. The picture is distributed by the Calcutta Film Exchange of Bombay and is reported to have been well received at all places. The future programme of the company has not yet been decided upon but they are likely to have a couple of more pictures during the course of the year.

Chandramohan whose name is a box office legion gives a masterly performance in "Jwala" a Huns Picture.

Tara Films:

"Unmarried Wife", the maiden picture of this company directed by Mr. Shelly Gosh will be censored and is also likely to be sold out in the different provinces, as the picture is reported to have become good. The producers will be immediately launching another one after they have fixed up the exploitation arrangements of the first picture.

Sangeet Film Co:

Bai Jaddan Bai, has at last completed "Moti-Ka-Har" a social story with an element of mystery in it. The picture features Mehtab and Hussein and will be released at the Imperial Cinema sometime in the month of November.

Vishnu Cinetone:

"Gulbadan" a fantasy, is reported to have run well at several places and particularly at Delhi where it ran for seven weeks. At the studios Director Dhirubhai Desai is preparing himself with a new 'quickie' to be released during the Idd-holidays.

Dwarka Pictures:

Proprietor Bhargava has just completed his maiden picture called "Parakh". He calls it "a great achievement' and we only hope it is. The picture will be released in Bombay sometime in the month of November. The future programme of the company is at present unknown.

General Films Ltd:

This new company has been started in Bombay in association with the Fazalbhoy Bros. It will therefore not lack capital nor the correct management, the two vital essentials for the success of any producing company. Their first picture will be "Chandra Rao More," in Marathi, directed by Mr. Arolkar. The final shootings of this picture are being taken and it will be ready for release in the month of November. The future programme of this company is very ambitious and they are to be congratulated in securing the services of two able directors in Mr. Kardar of Calcutta and Mr. Atorthy of the Ratan Bai Unit.

Immediately in the wake of "Chandrarao More", a new Hindi subject on rather a grand scale will go into production under the personal supervision of Mr. Y. A. Fazalbhoy.

POONA.

Prabhat Film Co:

By the time this is in print Director Shantaram's first social picture "The Unexpected" will have drawn uncontrollable crowds at the Central Cinema in Bombay. The prophesy of success in case of a Prabhat Picture is always a safe rule as every picture produced by this company not only has a big quality, but is also sprinkled with novelty.

"Tukaram" that unforgettable picture has won the enviable trophy at the International Exhibition in Venice by proving it-

self to be one of the three best pictures of the world. At the studios Director Damle and Fatehlal are busy with "Gopal Krishna" a mythological picture which is being produced in Hindi and Marathi. Director Shantaram will now take up another social story written by Mr. Motiram Rangnekar before he finally departs on that ambitious picture "Lord Buddha, the Peace Maker".

Jayshree Films:

If gorgeousness has ever run riot it will do so in the first picture of this company called "Nand Kumar". The picture is being produced in three versions, namely, Marathi, Hindi and Tamil, and no expense is being spared to make it immensely attractive from all view points. The distributors have been already falling over one another in giving huge tempting offers for the outright purchase of the exploitation rights. The picture will be ready for release sometime in the month of November.

Saraswati Cinetone:

Dadasaheb Torney is now only waiting for his new RCA recording equipment, after the arrival of which, he will straightaway go into production of a historical story called "Panna". The picture is likely to be directed by the famous director from Kolhapur Mr. Bhal G. Pendharkar.

KOLHAPUR.

Huns Pictures:

"Premveer" which was released at the Majestic Cinema, in Bombay drew large crowds for several weeks winning the admiration and applause of millions. "Premveer" was a glorious departure from the usual stuff that we get nowadays on our screen. In producing this picture the Huns people have displayed a rare courage and enterprise by giving us a full length comedy with 13,000 feet of continuous humour. At the Studios in Kolhapur, a new super-picture called "Jwala" written by Novelist Khandekar is being shot from day to day and by the middle of December we shall probably see this picture in Bombay, with Chandra Mohan shouldering the stellar responsibility. This is probably going to be Chandramohan's best which is saying a lot.

Prince Shivaji Cinetone:

"Frontiers of Freedom" which was so great a success in Bombay has proved a regular gold mine in the country where it is running with marvellous success at several stations. Major Dadasaheb Nimbalker will now take up "Damaji" a social story of old times, immediately he is free from his other state duties.

Shalini Cinetone:

Director Bhal G. Pendharkar is shooting in his last set, which is a huge temple setting and very soon the picture 'Kan-Ho-Patra' will be ready for release in Bombay sometime in the month of October. The future programme will depend on the success of this picture as the management is keen on making every production a commercial success.

Prabha Pictures:

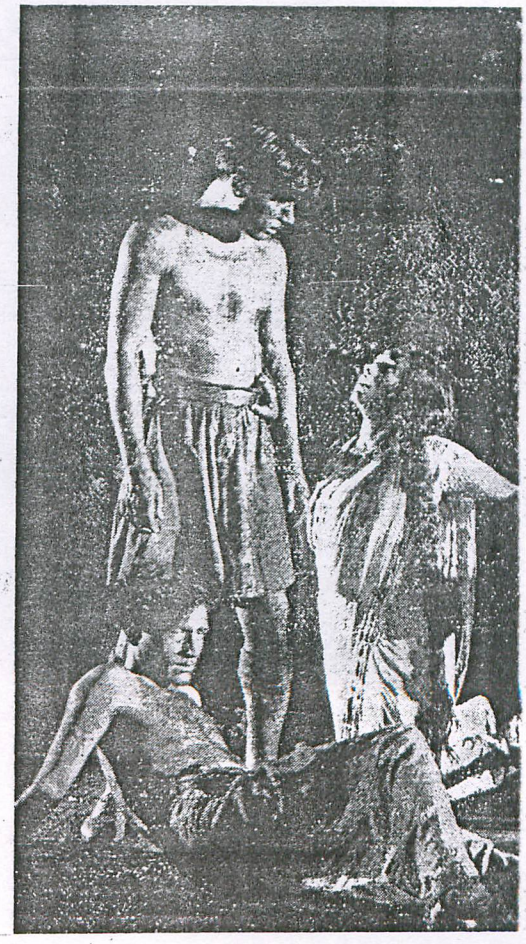
Mr. Raja Pandit, the gentleman responsible for this concern can be seen taking extensive rehearsals of his big "little" staff in the studios of the Huns Pictures. The maiden picture is called "Dhruva" and the story is written by the well known dramatist Shukla, while the music is given by Mr. Annasaheb Mainker the Director of Huns Pictures. "Dhruva" is a costume story of old times, which, for the first time is being played by kids below the age of twelve, and this novel aspect of the picture is likely to prove a great box-office attraction to all cine-goers.

CALCUTTA.

New Theatres:

Director Barua who had left for a foreign tour after completing "Mukti", had to return to

Here's a tense situation from "The Prisoner's Wife" an Imperial picture starring Ratan Bai and directed by Hafisji.



Calcutta by air owing to the sudden and unfortunate death of his dear wife. Director J. N. Nitra will soon start "Anahuta", a new production, in two versions, while Director Nitin Bose has taken up the new theme called "Back to the Land" of which shooting will start immediately the rehearsals are completed. Director Profulla Roy will also start the new picture called "Abhijnan" in two versions while Director Debaki Bose is now giving finishing touches to "Vidyapati", the picture for which we have all been waiting.

East India Film Co.:

Director Kardar's 'Milap' is being shown at the Royal Opera House in Bombay. From the studios no particular activities are reported.

New Popular Pictures:

"The Imposter" starring Shanti Guptha in the stellar role has now been completed by Director Satu Sen and will be soon seen on the screen in Bengal.

Kali Films:

"Muktisnan" is ready and waiting for release.

Radha Film Co.:

"Chinna-har" and "Prabhas Milan" have been completed and will be released shortly in the Bengal Circuit.

Calcutta Art Players:

Mr. Ahindra Choudhuri, the celebrated stage actor has joined a new group of artistes under the lead of Modhu Bose, who formed this concern.

Shree Bharat Laxmi Pictures:

Director Panchotia is busy shooting the final sequences of his picture "Garib-Ki-Tope", which will be completed and released for the Pooja Holidays. "Abhinaya", the Bengal social story will also go under production very shortly with Director Modhu Bose wielding the megaphone.

Film Corporation of India Ltd.:

Latest reports received indicate that the management of this new company has made considerable progress with all the preliminary arrangements and they

The kids are doing this show at Kolhapur. This is an interesting shot from "Dhruva" the maiden production of "Prabha Pictures" Kolhapur.

will very soon take up an excellent subject for production in Hindi and Bengali versions. The construction work of the huge studios is being speeded up under the personal supervision of Mr. Kabra the managing director of the company, while Mr. Maitra is leaving no stone unturned in giving publicity to the activities of the studios. We only hope that every stone turned in this direction will become another milestone of progress.

SOUTH INDIA.

Aurora Film Corporation:

By the end of this month "Vipranarayan", the first talkie will have been completed under the able direction of Chowdhari. The picture is being shot at the Barua studios in Calcutta.

Madras Cine Studios Ltd.:

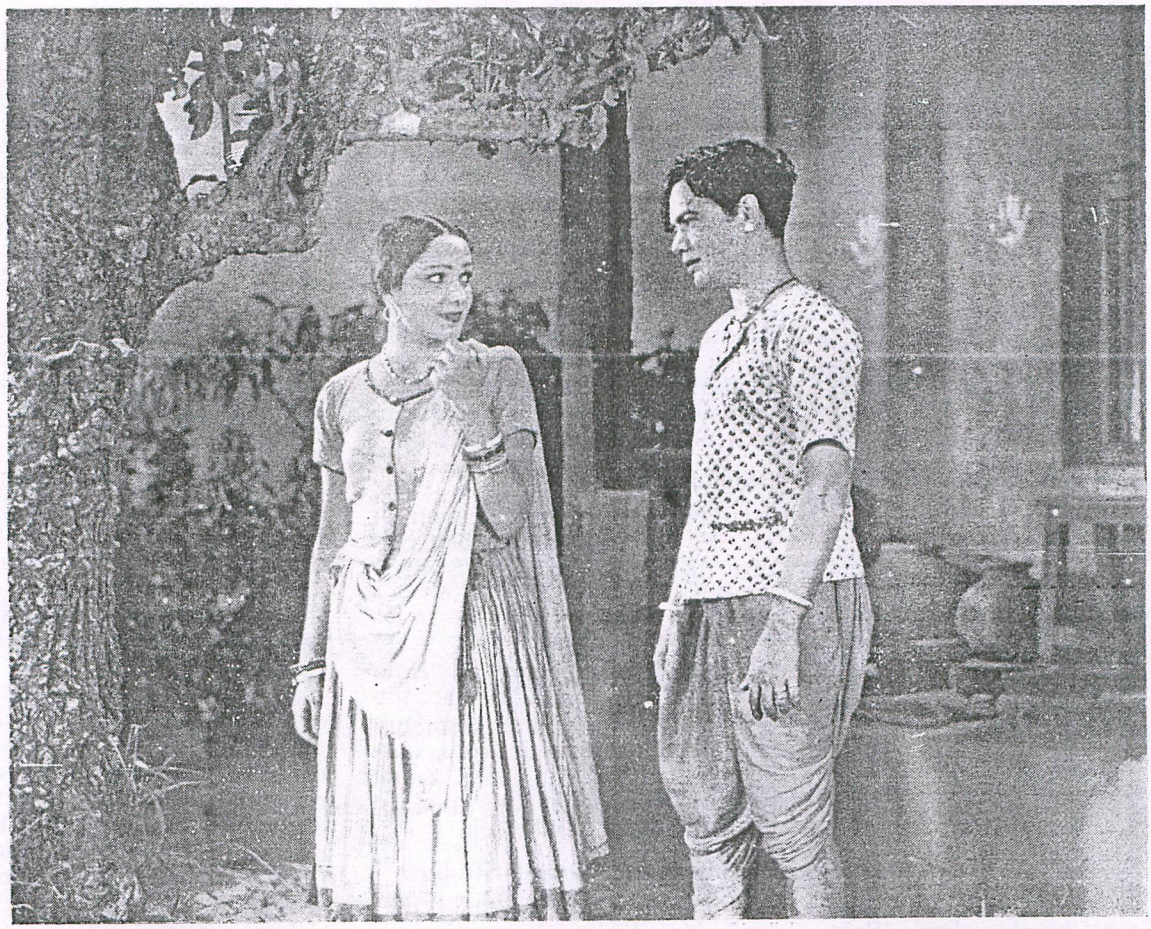
In association with Shree Gopalkrishna Films Ltd., of Madura, these people are producing at Kolhapur at the Huns Studios, a picture called "Vipranarayana" in Tamil, with Sundara Bhagavathar and others in the lead. The last scenes are being taken now and by the time this is in print the picture will be ready for release.

Devi Films:

Director Chavan is giving the final finishing touches to his Tamil and Canarese epic "Purandaradas".

Olympic Pictures:

Director Raja Sandow is now shooting "Minor Rajamani" a story written by Vaduvur at the National Movietone studios. It is a social story of the daughter of a zamindar who has been left unprotected in the streets of the city. Altogether an interesting subject, this great Tamil talkie will give old Raja Sandow a new start.



DEVIKARANI & MUMTAZ — Exclusive for filmindia

Does love suffer any caste? This boy loves a Brahmin girl, though he has no 'right' to do so. A short from "Jeevan Prabhat" a Bombay Talkies' picture starring Devika Rani.

Chintamani Pictures Ltd.:

Under the able direction of Mr. Y. V. Rao this new producing concern has been started in Madras. Messrs. Raval & Company are the managing agents of the firm and immediately the preliminary arrangements are completed, the first social picture in Tamil will go under production.

National Movietone:

Under the capable direction of Mr. Fram Sethna of Bombay these people are producing a big social picture called "Raja Mohan" with a splendid cast of K. P. Keshavan, K. K. Perumal and others. The picture is expected to be ready by the end of this month.

Mayura Films Ltd.:

"Saint Arunagiri", the maiden picture of this company which is being shot at the Shalini Studios at Kolhapur, is a mythological story, which in the midst of gorgeous settings is now approaching its completion, and it will be soon available for release in Madras, probably by the end of October.

Mysore Sound Studios:

"Raja Suya" is ready for release. For gorgeousness this picture will take a long time beating.

Madras United Artists Corporation:

"Balayogini" in Telugu has been completed in the interior settings, and now they will very shortly start for the out-doors. Director Subramaniyam has started shooting of "Sevasadan", another social story, featuring Subbalakshmi. She is playing the stellar role and with a beautiful personality and sweet voice, she is likely to make it a big success.

Murugan Talkies:

Director Chandrasekar's 'Baktha Tulsidas' has been released at the Broadway Talkies where it drew well.

Karthikeya Films:

Under the direction of Murugadas "Sundaramoorthynayanar" is fast nearing completion. The picture features Sundaram, Rangachari, Subbalakshmi, Chandra, and others. This epic is shot in Tamil.

Central Studios:

Mr. G. Ramsheshan who was one of the directors of this company has severed his connection with them. In their programme of pictures "Tukaram" was one of the first pictures to be produced in Telugu under the direction of Tandon. In the absence of reports we do not know what progress they have made.

Chowdeshvari Films:

Their maiden hit "Bhaktha Namadevar" which will soon go into production in Tamil is being rehearsed now. The picture will be shot at the Salem Modern Theatres under the direction of Drupadroy.

Mysore Photophone Studio:

Some very influential and wealthy people have started this company with an intention of producing pictures in Tamil, Telegu and Canarese. Several theatre owners are also interested in this Company as shareholders. The first picture which they will be producing in Tamil will be called "Jayabharathi".

Rajendra Films:

Under the able direction of Mr. Y. V. Rao, a fine social picture in Tamil called "Swarna Datta" is under production.

Meenakshi Talkies:

The indoor shootings of "Raja Sekaran" is completed at the Sound City and the company will have returned from outdoors after having shot some realistic scenes of this picture by the end of next week.

Parameshwar Sound Studios:

The Editor of "Anand Viketan" Mr. Kalki, is writing a story called "The Bandit's Love" which will shortly go into production in the studio.

Shanker Films:

Director Duncan is now shooting "Ambikapati" at the East India Studios at Calcutta. The picture is going to be a gorgeous one in as much as some beautiful settings have been placed at the disposal of the director by the proprietors of the Studio.

Premier Cinetone:

By the time this is in print "Sri Kanda Leela" will be in the editing room having completed all the out-doors.

Jyoti Films:

The two pictures "Arunagirinathar" and "Apputhathigal" which are being shot in the Wadia Studios in Bombay will be soon completed.

Pragati Pictures:

In association with the Jaishree Films of Poona, the shooting of "Nand-Kumar" in Tamil is going on at a very grand scale. Numerous offers are pouring in for the Tamil version and those who are responsible in chaperoning this picture are wondering whether they should sell away the provincial rights or exploit the picture themselves. "Nand Kumar" is certainly going to be a very popular picture in the whole of the Tamil world and for sheer gorgeousness there has been no other picture which has been produced so far.

FILM STUDIO FOR COLOMBO

That Sinhalese films will shortly be produced in Ceylon by Messrs. Siedle Bros & Co., is gathered from a report by Mr. Mc Iver, Managing Director of R.C.A. Photophone Co., (India) Ltd., published in the "Times of Ceylon".

An order for the most up-to-date studio equipment has been placed with him. All executive technical staff required will be recruited from abroad, but each one will be understudied by the present technical members of their staff, who in time to come will perform their duties. The Colombo Studio will also serve as a training ground for those interested in the Sound and Camera fields.

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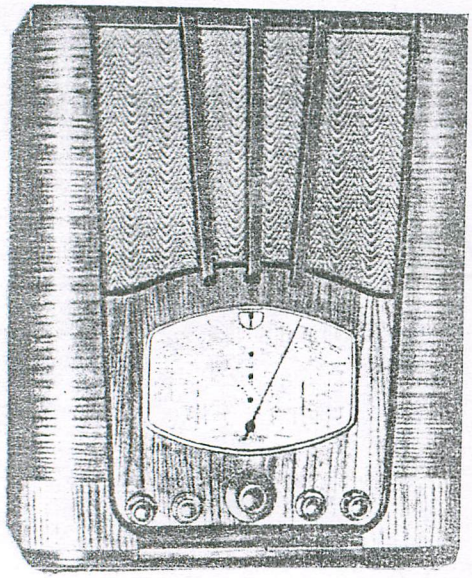

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ROUND THE TOWN

(The reviews published under this section will, in future, be useful both to the average cinegoer and the exhibitor. Several technical aspects which are of importance to the exhibitor in his bookings have been treated here in short, maintaining, at the same time, the casual interest of readers in general.)

Picture:—**"PREMVEER".**

Producers:—**Huns Pictures.**

Released at:—**"Majestic", Bombay.**

Date of Release:—**11th September 1937.**

Bombay Circuit Distributors:—**Supreme Film Distributors. Bombay.**

Star Value:—**Master Vinayak, and Ashalata.**

Other Cast:—**Phiroze, Salvi, Powar, Petkar, Gharpure.**

Screen Play:—**(By: Principal P. K. Atre).**

The story of the picture has been thrown against the background of college life. Throughout its treatment an element of comedy has been maintained by providing numerous comic interludes which while they entertain also instruct. The plot is commonplace. It begins in a college room between the hero and the heroine who subsequently fall desperately in love with each other. The Professor who seems to lack all sense of humour provides interesting passages at arms with the boys who boil down the science of Mathematics to the art of love-making. Passing through an hilarious chain of sequences, the hero is rusticated from the college and thrown on the streets hunting out for a job. Subsequent episodes display a clever knitting of incidents by the author. The entire picture is a humorous sketch mainly intended for entertainment.

Language (Marathi). The dialogues of the picture are very witty and at places some of them even border on permissable vulgarity. The Hindi version has been attended to by Pandit Indra.

Music: (By: Annasaheb Mainkar). The picture cries for more music. The tunes which have been given by the Director are certainly very attractive with an occasional dash of intelligence shown in giving the correct background music. The songs of the heroine are all taken with the help of the 'play-back' system. The music in general is no doubt one of the attractions of the picture.

Photography: (By Vasudeo Karnataki). Throughout the picture a very good balance of lighting has been maintained with the result that the photography in general looks very pleasing. The tableau shots in the stage scene arrest particular attention due to excellent composition and lighting. The crowd scenes taken in the outdoors are however not so happy.

Recording: (By Rajabhau Datar). The recording is defective at certain places, particularly so, in the outdoors. It seems that two different machines have been used for the indoors and the outdoors with the result that all the high frequencies have been very badly recorded giving an effect of a general rabble in several outdoor shots. Greater care could have avoided this, incidentally adding to the appeal of the picture.

Direction: (Mr. Vinayak). The entire picture has been shot in a slap-stick strain thereby bringing down the inherent humour in the story to the level of frivolity. Had the picture been treated more seriously the situations with their innate element of comedy would have created more humour which we think should have been the aim of the direction. Leaving this aspect of the treatment, Mr. Vinayak has done much better direction in this picture than in his previous ones.

Performances: Ashalata who has found a new personality under the kindly treatment of the camera easily gives the best performance of her screen career. Vinayak maintains his reputation for a sensible interpretation of his role in spite of some of his actions being unnecessarily stagy. Salvi as the old Rao Bahadur gives realistic glimpses of the type he was set to act. Petkar and Gharpure were not impressive.

Costumes: The picture has the usual social dresses with some fancy costumes in the stage scenes.

Settings: Quite good.

Special Effects: The tableau shots are quite beautiful and attractive.

Publicity: Attractive publicity is also responsible in making this picture successful in Bombay. The advance publicity of the picture was both novel and unique.

Box-Office Value: The picture ought to appeal to all educated people and particularly to those who are modern in their outlook. Local publicity is necessary at every station as this picture happens to be the first full length comedy produced in India and will therefore naturally need a careful floating.

Picture: **"BULL DOG".**

Producers: **Daryani Productions.**

Released at: **Super Talkies, Bombay.**

Date of Release: **25th September 1937.**

Bombay Circuit Distributors: **Gvalani Brothers, Bombay.**

Star Value: Asha Lata, Y. Ef-..fendi, Gope.

Other Cast: **Indu, Majid, Ramlal, D. Manek, Omkar.**

Screen play: **(By Dwarka Khosla).**

This is a common place detective story beginning with the criminal pursuits of the "Bull Dog" gang. Most of the sequences are imaginary and at no stage in the story is there any particular flash of intelligence which we had expected from the writer. The plot in general is rather weak.

Language: (Hindi). (By Pandit Gouri Shanker). The dialogues are stereotyped, and lack originality. Several situations could have been improved with more forceful dialogues, but the impotency of the writer's pen allowed these sequences to go unnoticed.

Music: (By Anil Biswas). Barring one tune which is slightly good, the rest of the music is pure humbug.

Photography: (Gordhanbhai Patel). With his excellent reputation we expected something much better from this cameraman. What he has actually given does him no credit. The lighting is very unsteady and at places contrasty. Shots showing Omkar at several places clearly indicate this defect. Some of the night scenes are however praiseworthy.

Recording: (By Khandubhai Desai). The recording is not very consistent and betrays occasional negligence.

Laboratory & Editing: (By B. S. Kulkarni & Kamlakar). The print which we saw had a lot to be desired in correct processing while the editing was slipshod.

Direction: (By Dwarka Khosla): Somehow the director has failed to give his best which we have so often seen in his previous pictures. Even in the comic situations, which have been the forte of the director, he has

Rather exciting is this situation from universal's "Rustlers of Red Dog" featuring John Mack Brown with Joyce Compton. (Distributed by Century Films, Bombay

failed to show any particular brilliance.

Performances: Barring Indu and Gope every one is apologetic. Effendi fails to convince though he sings one song pretty well.

Costumes: The usual social dresses.

Settings: Tolerable.

Special Effects: Nil.

Publicity: The picture received good advance publicity but during the screening half hearted attempts seemed to have been made in booming the picture.

Box-Office Value: In Bombay the picture did not draw so well as was expected. It will be risky to book the picture with a minimum guarantee though the title of the picture is an attraction. With some clever publicity the picture will pay in towns which prefer pictures with the gangster theme.

x x x

Picture **"KHAN BAHADUR".**

Producers: **Minerva Movietone.**

Released at: **Minerva Talkies, Bombay.**

Date of Release: **11th September 1937.**

Bombay Circuit Distributors: **"Evergreen Pictures", Bombay.**

Star Value: **Sorab Modi and Nasseem.**

Other cast: **Sheela, Kamla, Eruch Tarapore, Sadiq Ali, Prem Adeeb.**

Screen adaption from Munshi Farrukh's stage play.

An excellent knowledge of Urdu is essential for one to enjoy this picture. The plot of the story is quite ordinary beginning with a rich Khan Bahadur suddenly becoming poor due to a Bank Crash. Very soon adversity begins to bear bitter fruits to friendships sown during prosperity. Then the story takes a domestic turn by creating a clash between the father and his eldest son who is an educated man. Enlightening situations which throw light upon modern education and filial duties follow up, couched in excellent Urdu. Inspite of all stagyness the plot is quite interesting.

Language: (Urdu: By Munshi Abdul Baqi). The dialogues of the pictures form a vital part of its success. They are forceful and at places masterly.

Music: (By B. S. Hoogan). The selection of tunes is quite good, but the songs are not well sung.

Photography: (By Y. D. Sarportdar). The photography ought to have been better. Unfortunately it is not so. Good work however, has been done in the hotel setting.

Recording: (By M. Eduljee). Tolerable.

Laboratory & Editing: Quite good. The editing could have been improved.

Direction: (By Sorab Modi). The director has improved a bit by wearing off the stagyness

Here's still from Universal's latest thriller "Rustles of Red Dog" featuring John Mack Brown with Joyce Compton. (Distributed by Century Films, Bombay.

which is inherent in all his work. Compared with his previous efforts, Mr. Modi has directed this picture much better.

Performances: Sorab Modi is easily the best of the whole lot. His marvellous diction of Urdu is a treat for the gods. Without him the picture would go flat at every stage. Nasseem is fast picking up screen acting and she has given much better work than ever before. Prem Adeeb and Sadiq Ali were also good.

Costumes: Quite suitable for the Mohomedan subject.

Settings: Quite good throughout, but the hotel set was particularly admirable.

Special Effects: There is nothing special in the picture excepting the aspect of its being the first Mohamedan social story of modern life and as such eminently successful.

Publicity: The publicity of the picture had left much to be desired. The people were never told what the whole row was about, and the title "Khan Bahadur" unnecessarily took the people a little distance away from the theatre, as otherwise this picture is at all times worth seeing.

Box Office Value: The picture will pay well in all towns where Urdu is understood and appreciated. It has a particular appeal to our Mohamadan population.

x x x

Picture: **"The UNEXPECTED"**

Producers: **Prabhat Film Co., Poona.**

Released at: **Excelsior and Krishna, Bombay.**

Date of Release: **14th October, 1937.**

Bombay Circuit Distributors: **Famous Pictures.**

Star Value: **Shanta Apte & Vasantee.**

Other cast: **Shakuntala Paranjpe, Mrs. Vimlabai Vashista, Gouri, Keshavrao Date, Raja Nene, Chhotu, Kamarker.**

Screen play: (By N. H. Apte): The photoplay has been adopted from a famous novel written by the author. The scenario of the story has been very cleverly prepared, incidentally allowing the situations to overlap one another with a speed that hardly permits time for one to breathe.

The theme of the story revolves round the problem of a young girl given away in marriage to an old man, old enough to be her father. Several books have been written about this social problem, particularly amongst the Hindus. But the screen presentation of this social evil is provocative enough to leave a permanent impression on the minds of all. "The Unexpected" is not merely a social picture, but it is practically a Hindu home transferred to the screen in the most vivid way, humanly possible, in all its entire details and with all intimate touches.

When you see the picture one practically lives with the characters of the story, and either sighs or smiles with them.

The producers have not taken even the least help of the unnatural or the fantastic by stretching their imagination at any stage of the story with a view to put over the show. The result is that "The Unexpected" presents a social plot in its grim natural aspect without the help of the cinematic art.

Language: (Hindi: By Munshi Azeez). The dialogues of the picture are beautiful, very simple in presentation and appropriate in composition. Incidentally this picture contains the best dialogues ever presented by Prabhat. The composition of the songs is also clever and particularly of the song sung by the beggar boy in the street. Owing to the excellent composition of this song and the correct singing of it, the song becomes one thrilling sequence to the audiences.

Music: (By K. Bhole): The music director has given some excellent tunes in this picture. The tune of song No. 1, is very catchy, and is likely to prove very popular. The two songs given to Vasantee are also well prepared. The English song in the picture proves a pleasant novetly. The background music is suitable.

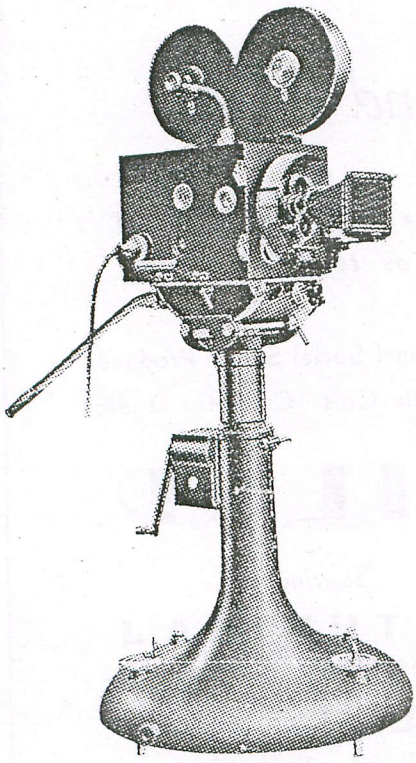
Photography: (By V. Avadoot): Very good throughout and upto the usual Prabhat standard.

Recording: (By S. Damle): The recording is beautiful.

Laboratory & Editing: The laboratory work is nice. The hand colouring which was used with an idea to indicate the passage of time more clearly, was unfortunately, not so carefully done. It should have been better with greater care. Editing was good.

Direction: (By V. Shantaram): Excellent direction is the soul of the success of this picture. Without the masterly touches of this great Director, the picture would have been a poor apology. This is a Direc-

(Con. on page 45)



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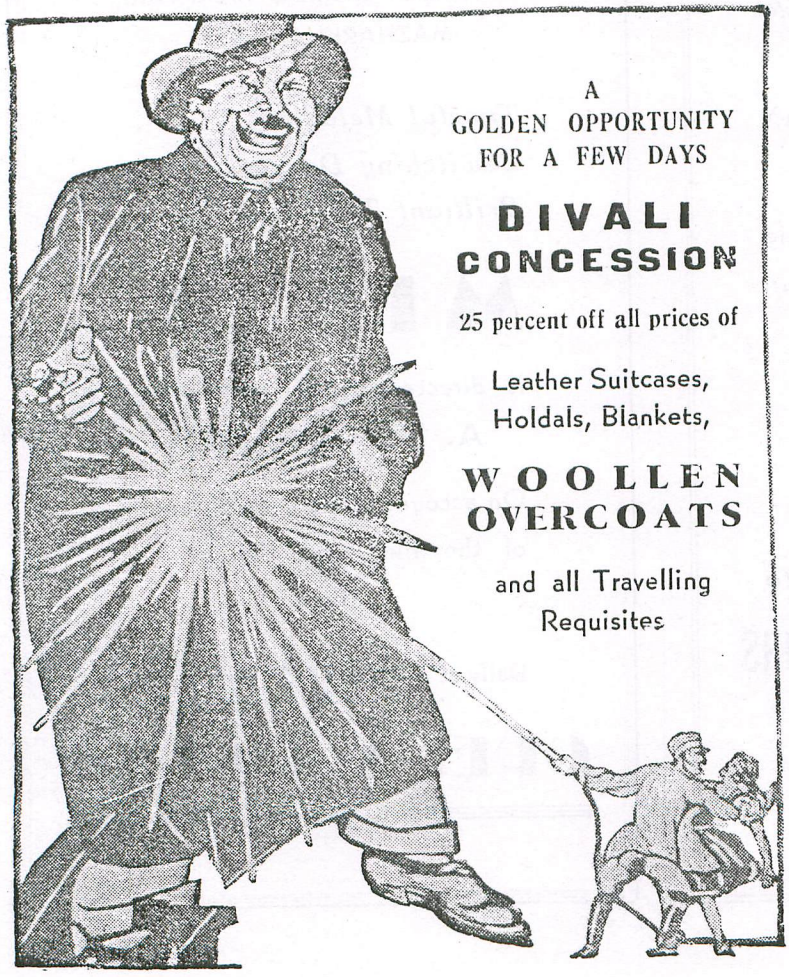

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2. Do you feel superior to three of your best friends?
3. Do you like to eat alone?
4. Do you read front-page murder stories?
5. Do tests like this interest you?
6. Do you talk about your aspirations, disappointments and problems?
7. Do you borrow often?
8. Are you a "Dutch treat" addict?
9. When you tell something that has happened, do you give every small detail?
10. Do you like entertaining when entertaining costs money?
11. Do you pride yourself upon absolute frankness?
12. Do you keep people waiting when you have an appointment with them?
13. Do you honestly like children? (Not your own)?
14. Do you play practical jokes?
15. Do you think it silly for middle aged people to fall in love?
16. Do you cordially dislike more than seven people?
17. Do you nurse grudges?
18. Do you frequently use such words as "awfully", "dreadfully", "terribly"?
19. Do telephone operators and sales-persons irritate you?
20. Do you consider stupid and uninteresting the persons who do not share your enthusiasm for music, books, sports?
21. Do you break your word as often as you keep it? (Think twice).
22. Do you criticise often, and to their faces, your family, your best friends and your employees?
23. Do you become depressed or discouraged when things go badly?
24. Are you altogether glad of the success of your friends (when you are out of luck?).
25. Do you ever indulge in interesting gossip?

ANSWERS.

Here are the right answers (as far as popularity is concerned) to the above questions. Check your answers against these, and for each of your answers that agrees score yourself one point. The higher the score the more likeable you may presume yourself to be. The highest possible score, of course, is 25; but don't feel unpopular if you don't make it. You can total up to 17 and still be pretty well liked.

1. No	6. Yes	11. No	16. No	21. No
2. No	7. No	12. No	17. No	22. No
3. No	8. No	13. Yes	18. Yes	23. No
4. Yes	9. No	14. No	19. No	24. Yes
5. Yes	10. Yes	15. No	20. No	25. Yes

(Cont. from page 42)

tor's picture at every foot and the laurels of success must go his way.

Performances: Keshavrao Date as "Vakeelsaheb" gives an outstanding performance by practically living his part which, though obviously it looks easy, is very difficult to play. From the viewpoint of the critic Mr. Date's performance could easily be called the best amongst all.

Shanta Apte runs a close second giving a vastly improved performance of a decidedly difficult role. Her music provides a soothing balm to any love sick soul, while her performance is a wonderful combination of pathos and frivolity. Immediately after her first song she becomes the dear dear girl to everyone and that is saying a lot about a young girl!

Shakuntala has a small role to play and considering that it was her first time in front of the camera, she has done well. Vasantee & Gouri were quite good.

Costumes: The usual social costumes which we find in our present day pictures.

Settings: Quite good and natural.

Special Effects: Shanta Apte's English song is an attraction. The general treatment of the subject also provides a novelty.

General remarks: This is a picture which one must not miss at any time.

Publicity: Some excellent publicity ushered the picture at the Excelsior. Incidentally the picture deserves every inch of the space given to it in the newspapers.

Box-office Value: It is a Prabhat picture and therefore it must naturally be the best-seller of the year. It is bound to prove a roaring success wherever it goes and why should it not, when Shantaram has done his job so well?

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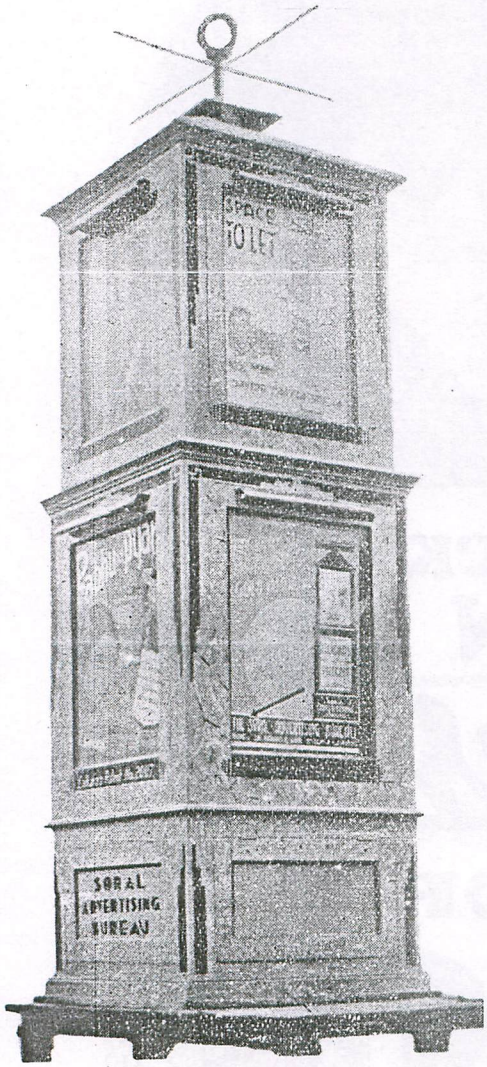

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(Con. from page 22)

For Ladies: Your health will be definitely better this month and you will find a new life under improved conditions. If you have been waiting for something for a long time and have not yet got it don't fail to ask it from your husband during this month. You will get it.

Dates: The good dates are 2, 3, 9 ,10, 12, 17, 21, 29, 30, while the other dates indicate slight worry.

10 .MAKAR (CAPRICORN):

General Outlook: Go on, try yourself out this month. You need not entertain any doubts during the month. Things may have gone wrong in the past, but they are going to adjust themselves now. You may have been worried a lot in the past, but now you won't be and you can go out and try for a new job if you like. The first fortnight is very good for new attempts, though it indicates slight trouble in health to your parents. While the second fortnight you may travel and generally, achieve all your aims. On the whole, this is not a bad month.

For Ladies: Smile, my dear, for there is sunshine for you during the month, and with you, everyone about will also smile.

Dates: The good dates are 4, 5, 12, 14, 15, 18, 19, 22, 23, 27, 28, while slight quarrels are indicated on 7, 8, 16, 17, 24, 25, 26.

11. KUMBHA: (AQUARIUS):

General Outlook: "Is this life or Hell"? This will be the state of your mind during this month. Things are going bad with you. You are in the period of Saturn when lesser men go and commit suicide. In addition to this, Mars and Jupiter are in the 12th house, preparing hot soup for you. While things look bad. Your health will suffer, your eyes will be affected. Your feet and legs will ache and all sorts of things will happen to you.

You might meet with an accident on the road and your business affairs will be in hot water. You will be financially embarrassed. Even your own people in the family will snub you. You will quarrel, get excited, stamp your feet and do everything else that will make you a lot more miserable. Even friends will become enemies and old enemies will give you more anxiety than before.

In court affairs things look black. There is a slight hope for you and that lies in travelling. You can escape some of these things if you manage to travel somewhere during the first fortnight.

For Ladies. This is a bad month for you, my dear. Everything will go wrong with you and if things don't become bad you will quarrel and make them bad. Do what you like, you won't be able to avoid even half of the worries you are going to have this month. If you happen to be in a delicate condition be very very careful during this period.

Dates: The month is bad enough but there might be some rays of sun shine on the following dates: 7, 8, 14, 15, 17, 21, 25, 30.

12. MEEN (PISCES).

General Outlook: Thanks, the time is being changed. If your last month was bad this month is going to be definitely better. Those planets, Jupiter and Mars are going to give you a push up. All your worries will slowly dissolve this month and you will go ahead in your intentions and definitely make progress in your activities. There is, however, a little trouble to your body due to indigestion. Barring this your health will be quite all right. In the early half you will be spending a little more money but the second half will balance the budget with its full measure. Even friends will give you a shake-hand leaving the benefit behind them. You will meet good people and you may have to search for your enemies. Most of them will be missing. If you are unemployed you might get a job. If you are a writer you will write something sensible. If you are a married man you will think your wife a blessing.

For Ladies: Joy and success are coming your way during the month and your ambitions might bear fruit. This is a good time.

Dates: 5, 9, 10, 17, 18, 19, 22, 23, 27 and 28 are positively good, showing progress, profits and happiness, while 2, 3, 11, 12, 13, 21, 29 and 30, though troublesome are not bad days.

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3. **Savlya Tandel.**

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